

MAHIKA SHAH

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SUMMARY

Early-career UX and Product Designer with a CS background, graduating December 2026. Works at the intersection of **AI, hardware, and human empathy** - shipping research-driven products across **health tech, accessibility, and consumer apps**. A combination of end-to-end design thinking and **technical implementation** across mobile, web, and physical products.

EXPERIENCE

BeReal (via Extern) - *Product Management Extern* | Jul 2026 - Present

UX Research · Competitive Analysis · Product Strategy

- **Mapping BeReal's onboarding-to-daily-use user journey** and benchmarking against a key competitor to surface engagement gaps and opportunities.
- **Designing a new feature concept aimed at increasing Monthly Active Users (MAUs)**, grounded in user journey research and competitive analysis.
- **Validating the feature concept** through peer focus groups and surveys ahead of a data-backed pitch to program stakeholders.

GotGame - *UX Engineer Intern* | Jun 2025 - Jul 2026

Figma · Flutter · JavaScript

- **Built a reusable Flutter component library** standardizing UI patterns across 3+ device types, cutting design-to-dev handoff cycles by eliminating repeated spec clarification rounds.
- **Authored interaction specs and component documentation** that aligned engineering and design workflows, accelerating feature iteration.

Owting - *Product Designer & Engineer, Founding Team* | Jan 2025 - Jun 2025

Figma · React Native · TypeScript

- **Led end-to-end UX design of onboarding flows** for the iOS and Android MVP - from user interviews through interactive prototypes - improving early-user retention.
- **Ran 5 usability sessions** with real users to validate and reprioritize first-run features ahead of launch.
- **Personally implemented React Native navigation components**, resolving cross-platform performance bottlenecks on both iOS and Android.

FEATURED PROJECTS

Calibrate - AI Study Coach - *Product + AI Design* | 2026

Figma · UX Research · AI Feature Design · Front-end

- Defined **product scope** and **MVP boundaries** for a 3-4 week build cycle, prioritizing core experiment loop (technique testing + feedback capture) over lower-priority features to fit timeline constraints.
- Designed **behavioral onboarding flow** to establish a starting hypothesis for personalized study recommendations, avoiding debunked "learning styles" framing in favor of research-backed technique testing.

Alzheimer's Sensory Fidget Device - *Hardware + UX Design* | 2026

Figma · Fusion 360 · UX Research

- **Designed a sensor-enabled therapeutic device** for early-to-moderate Alzheimer's patients; validated interaction model through caregiver interviews and observational research.
- **Prototyped a weighted charging enclosure** with auto-placement detection, reducing caregiver friction in daily charging workflows.
- **Designed hi-fi wireframes** supporting trend data to caregivers.

EDUCATION

University of California, Merced | Expected Dec 2026

B.S. Computer Science & Engineering · *Certifications:* Coursera - Product Design · Udemy - Figma Design · Global Mentorship Initiative

SKILLS & TOOLS

Design: Interaction Design · UX Research · Usability Testing · Design Systems · Information Architecture · Rapid Prototyping · User Journey Mapping · Hardware + Product Design · AI Feature Design

Code: React Native · React · Next.js · Flutter · TailwindCSS · JavaScript · TypeScript · HTML/CSS

Tools: Figma · FigJam · Fusion 360 · CAD · Git · OpenAI API

PUBLICATIONS

Morii: Learning to See Things Differently - Self-authored visual design book exploring perception and design thinking. View on Amazon →