

Saniya Kotwal

sgkotwal@ucdavis.edu | (408) 431-5811 | Sunnyvale, CA 94087

SUMMARY

Graduating senior at UC Davis with a double major in computational cognitive science and design. Actively seeking roles in qualitative and quantitative UX research, backed by hands-on experience in product design and research.

PROFESSIONAL EXPERIENCE

Marketing & UI/UX Design Intern

Aquiles Solutions – Barcelona, Spain

June 2024- July 2024

- Developed and implemented digital marketing strategies, including LinkedIn campaigns, using GenAI tools and creative visual designs resulting in an increase in engagement.
- Performed user research, designed clients' and company's website, improving visual appeal and user experience.

UI/UX Designer

CodeLab – Davis, CA.

October 2023- June 2024

- Collaborated closely with product managers, designers, and engineers to deliver user-centered design solutions, improving usability and driving long-term business value of an email automation website.
- Synthesized qualitative and quantitative user research, understanding pain points, behaviors, and motivations to design solutions that enhance user satisfaction.

Peer Advisor

UC Davis Yellow Cluster – Davis, CA.

September 2023- Present

- Provided guidance to fellow students in navigating academic programs, course selection, and degree requirements.
- Developed strong communication and leadership skills through regular interaction with students, faculty, and staff.
- Initiated the development and redesign of the weekly advising newsletter, enhancing its visual appeal and content.

Product Design Intern

Data Axle – Remote & Pune, India

June 2023- August 2023

- Collaborated with cross-functional teams to design and launch innovative products that enable small businesses and large enterprises to design and run marketing campaigns.
- Conducted user research with user interviews, surveys, and A/B testing, implemented customer-centric design solutions, and developed visually appealing dashboards.

Research Assistant

Dr. Lee Miller – Davis, CA.

January 2023- Present

- Conducted research in the Speech Neuroengineering and Cybernetics Lab, investigating wrist EMG for innovative human-computer interaction, supported by the Ethical Neurotechnology program at Meta. <https://arxiv.org/pdf/2409.19939>
- Acquired skills in statistical analysis, data collection, machine learning classifiers, signal processing, and time series analysis, while contributing to the project.

Design Fellowship

Design Interactive – Davis, CA.

October 2022- December 2022

- Awarded best UX Research for Instagram Shopping Redesign, conducting 10+ hours of research, including audience surveys, resulting in improved usability.
- Proficient in Figma, utilized for creating wireframes, prototypes, and high-fidelity designs.

EDUCATION

Cognitive Science B.S. (computational emphasis) & Design B.A.

University of California, Davis – June 2025

SKILLS

Figma – Python – Qualtrics - Photoshop – Illustrator – Canva – Microsoft Office – Google Suite
Project-management – Effective communication – Organization – Critical thinking – Customer Service

LEADERSHIP

President

Cognitive Science Student Association | June 2023- Present

Team Manager

Raasleela | June 2022- June 2024