

Bhavya Aplash

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EDUCATION

Pennsylvania State University, University Park

Aug 2022 - May 2026

Bachelor of Science in Engineering (B.S.E.) in Computer Science, 3.48/4.0

Relevant Coursework: OOP with Web Apps (CMPSC 221), Human-Centered Design (HCDD 331)

PROFESSIONAL EXPERIENCE

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May 2025 - Present

UX Design Intern

New York City, NY

- Supported the development of an app connecting clients with hairstylists by leading UX research, competitive analysis, and branding initiatives to improve usability and engagement
- Conducted 6+ competitive analyses of direct and indirect competitors and created a 30+ slide user testing presentation covering 5+ app sections, synthesizing guidelines and feedback to refine user flows
- Designed brand animations in Adobe After Effects and produced 10+ marketing graphics with clear CTAs in Figma/Illustrator, collaborating with marketing to strengthen branding consistency across campaigns

Penn State Office of Digital Pedagogies and Initiatives

Jan 2024 - Present

Part-Time Project Associate

University Park, PA

- Collaborated with Hindi Professor Ritu Jayakar to create an online teaching tool for Hindi (Devanagari) script through H5P and Pressbooks to organize book content, aiming to help 60+ Hindi students
- Created 20+ script designs and 24+ multimedia digital exercises to target non-native speakers through word-object association using Adobe Illustrator and UI/UX principles and using accessibility testing
- Developed 50+ interactive assessments, quizzes, and other similar features to reinforce concepts addressed in Hindi courses at Penn State, catering to curriculum standards to yield a productive teaching tool

Alacriti

Jun 2023 - Jul 2023

Software Engineering Intern

Piscataway, NJ

- Attained knowledge in microservices architecture, REST APIs, Postman, and Spring Boot while working with software team to integrate external financial institution payment platform with Alacriti core
- Analyzed and researched 6+ financial institution vendor API requests using API documentation and Postman, helping software team understand the nature of the payment platform
- Developed a Maven Java Spring Boot application in Eclipse, implementing 5+ HTTP methods to access foreign vendor requests, including generating access token, which streamlined the API interactivity process

PROJECTS AND EXTRACURRICULAR

HackPSU

Apr 2023 - Apr 2025

Design Director

- Managed and interviewed 11+ design team members, led project timeline, deliverables and weekly meetings, yielding 40+ designs of promotional material for 4 hackathons while managing \$30k total
- Designed 50+ merchandise and website assets using Adobe Illustrator, collaborating with technology team to increase student body awareness by 30% and attract 20+ sponsors for the organization
- Developed wireframes for project planning, introduced cross-team liaison roles to improve collaboration, and hosted 5+ team workshops to sharpen design expertise, foster innovation, and boost team efficiency
- Worked with 12+ executive board members to coordinate Penn State's largest hackathon of 900+ students

Pediatric Pelvic Power

Oct 2024 - Jan 2025

Freelance Web Designer

- Designed a responsive website for a pediatric health initiative using UI/UX principles and brand design
- Worked closely with the healthcare practitioner to ensure the website effectively communicates the services of the pediatric practice and healthcare-focused design, maintaining a consistent and on-brand feel
- Deployed the website which would help 20+ children access pediatric physiotherapy care

SKILLS

- **Programming languages:** Python, Java, C++, HTML, CSS, JavaScript, React
- **Design Software:** Figma, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro
- **Certifications:** Advanced React, Principles of UI/UX Design through Meta