

Mudit Mahajan

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Education

University of California, Los Angeles (UCLA)

Sep. 2023 – Jun. 2027

B.S. Cognitive Science

- Relevant Coursework: Cognitive Psychology, Human Perception, Behavioral Research, Statistics, Social Psychology

Experience

Beacons AI

Remote

Product Designer (Contract)

Mar 2026 – Present

- Designed Beam's daily deal summary and brand deal tracker, giving creators automated prioritization and visibility into their deal pipeline without manual inbox sorting, partnering with product and engineering to scope the initial build.
- Mapped creator brand deal friction across 4 creator archetypes and 8 in-depth interviews on Beam, Beacons' AI inbox tool, finding that creators consistently lose inbound opportunities to inbox noise, slow follow-up and the absence of any pipeline or rate visibility.
- Identified 4 creator workflows Beam can automate and delivered a prioritized feature brief to the product team.

Dialogue AI (\$6M Seed)

Remote

Product Designer (Contract)

Dec 2025 – Mar 2026

- Designed and prototyped a browser sidebar enabling LLM style navigation of interview transcripts, adopted by the founding team as the primary direction for the admin dashboard, reducing the time researchers spend surfacing insights from session data.
- Ran 130 surveys and 20 user interviews using Dialogue's own platform to audit its onboarding experience, surfacing 3 key friction points in setup and configuration that caused 25% of users to abandon before completing their first session.
- Partnered with founders and engineers to deliver 3 design recommendations shaping the dashboard and onboarding roadmap.

BruinLease

Los Angeles, CA

Product Designer

Oct 2025 – Dec 2025

- Led end-to-end product design and frontend implementation for BruinLease, a 0 to 1 mobile subleasing platform for 40k UCLA students with no existing dedicated tool, designing in Figma and shipping a working React Native prototype with Claude Code.
- Surveyed 112 students and ran competitive analysis across 6 platforms including Craigslist, Zillow and Facebook Marketplace, finding that 70% cited trust and host verification as the primary barrier to subleasing, a gap no existing platform addressed.
- Designed a Figma design system covering components, spacing and typography, iterating from wireframes to high fidelity prototypes and reducing listing post time by 20% and time to first contact by 35% across 3 rounds of usability testing.

UCLA Campus Events Commission

Los Angeles, CA

Director of Media Production

Dec 2023 – Present

- Directed visual content strategy and brand design for UCLA's largest concerts, establishing style guides and templates for a team of 12 reaching 8,000 attendees, 20,000 social followers and 500k+ impressions across event coverage.

Soka Records

Los Angeles, CA

Creative Intern

Jul 2025 – Sep 2025

- Shaped visual identity for R&B artist Yel across five content shoots, defining the visual language and presence across all channels.
- Directed tour media at Kia Forum for Keshi's North American tour, managing content capture to generate 600k views.

Involvement

Product Space

Los Angeles, CA

Product Design Fellow

Oct 2025 – Present

- Selected into UCLA's competitive product design fellowship, partnering with early stage startup founders on real client product work across user research, design, prototyping and cross-functional execution with engineers and product leadership.

sviz (Personal YouTube)

Independent Creator

Mar 2021 – Jan 2025

- Grew a monetized keyboard YouTube channel to 1M views and 8,000 subscribers, securing \$1,500 in brand partnerships with SteelSeries and DROP and organizing the largest US keyboard meetup in the country with 650 attendees and community vendors.

Skills & Tools

Skills: UI/UX Design, UX Research, Usability Testing, A/B Testing, Interaction Design, Design Systems, Prototyping, Product Thinking, User Interviews, Journey Mapping, Competitive Analysis, Information Architecture, Wireframing, Design Thinking

Tools: Figma, Maze, Claude Code, Framer, React, TypeScript, HTML, CSS, Next.js, Photoshop, Illustrator, Premiere Pro, Notion