

AANYA LALL

Human-Centred Designer · Economics, Data Science & Design
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PROFILE

Human-centred designer and USC student with hands-on experience in product design, user research, and community-focused initiatives. Background in economics and data science informs a user-first, data-driven approach to designing solutions across healthcare, education, and social impact contexts. Proven track record of leading initiatives from ideation to execution, with a passion for interdisciplinary collaboration and creating meaningful change through design.

EDUCATION

Bachelor of Science – Economics, Data Science & Design 2026 – 2029
University of Southern California · Dean's List Scholar · GPA: 3.86 Los Angeles, CA
Major: Economics & Data Science **Minor:** Disruptive Innovation
Relevant Coursework: *Practice of Design (Ideation to Innovation), Statistics for Economists, Thematic Writing: Technology & Social Change, American Diversity through the Broadway Musical*

IB Diploma · IB Icon 2025 2017 – 2025
The Shri Ram School, Mouslari New Delhi, India
HL: Mathematics AA, Physics, Economics **SL:** Chemistry, Spanish B, English Language & Literature

WORK EXPERIENCE

Intern – Product Design 2025
Lighthouse Healthcare Solutions New Delhi, India

- Led end-to-end product development for dementia care solutions, encompassing ideation, user research, and prototyping.
- Designed and manufactured cognitive engagement tools — including customised puzzles and family tree visualisations — grounded in user-centred design principles.
- Collaborated cross-functionally to translate clinical insights into tangible, accessible product solutions for elderly users.

Intern — Digital Archiving & Library Systems 2025
Reading Caterpillar New Delhi, India

- Designed and executed a digital archiving project for a children's library, cataloguing over a decade of physical materials into a structured, searchable digital system.
- Applied information architecture principles to ensure long-term accessibility and usability of archived resources.

DESIGN PROJECTS

Tomol28 — Reimagining the LA28 Olympic Journey 2026
Practice of Design, University of Southern California Los Angeles, CA

- Redesigned the LA 2028 Olympic visitor experience to foreground Los Angeles's Indigenous heritage and coastal identity, centring the Chumash Tomol (ocean-going canoe) as a cultural anchor.
- Developed a journey concept tracing the city's shoreline — integrating wayfinding, cultural storytelling, and site-specific design across key Olympic touchpoints.

Troy Eats — Redesigning the USC Dining Experience

2026

Practice of Design, University of Southern California

Los Angeles, CA

- Led end-to-end redesign of the USC campus dining system, spanning UX research, service prototyping, visual identity, and brand strategy.
- Developed the Troy Eats brand — including naming, marketing direction, and a cohesive design system — to improve student engagement with campus dining.

Look Up — Chindogu Design Project

2026

Practice of Design, University of Southern California

Los Angeles, CA

- Designed a Chindogu device — a deliberately absurd yet functional invention — enabling users to scroll their phone effortlessly while walking, without compromising spatial awareness or pedestrian safety.
- Explored the tension between convenience and distraction as a lens for critiquing smartphone dependency in urban environments.

The Still Storm — Collaborative Design Object

2026

Practice of Design, University of Southern California

Los Angeles, CA

- Co-designed a 3D-printed phone case merging the design philosophies of Jony Ive (Apple) and Vincent van Gogh — pairing Ive's minimalist precision with van Gogh's expressive, textured brushwork.
- The object embodies the tension between restraint and emotion, resulting in a tactile artefact that challenges the boundary between product design and fine art.

LEADERSHIP & INITIATIVES

University

Media & Events — Executive Board

2026 – Present

SandboxSC — USC Native AI Building Club

University of Southern California

- Managed media strategy and event logistics for the club's flagship event: the SandboxSC × Reve Makeathon (April 2025), attended by 50+ students with a \$300 first-place prize.
- Drive content planning and community engagement across club communications and public-facing platforms.

Founder & Studio Lead — Design for America @ USC

2026 – Present

University of Southern California

Los Angeles, CA

- Leading the relaunch of the Design for America studio at USC, a human-centred design organisation focused on social impact projects.
- Coordinating founding team, partnerships, and programme structure; soft launch planned for Fall 2026.

Founder — After Hours

2026 – Present

Independent Project

University of Southern California

- Conceptualising curated social experiences at USC.
- Beta launch planned for Fall 2026.

High School

Founder — Nigeria Day

2023 – 2024

The Shri Ram School, Moulisari

New Delhi, India

- Conceptualised and executed a culture-focused exhibition tied to the IB text Purple Hibiscus, coordinating logistics, presentations, and visual design for a 58-student cohort.
- Established a scalable event framework now embedded as a recurring fixture in the school calendar.

Founder — Khel Khel Mein (In Play)

The Shri Ram School, Moulsari

2023 – 2024

New Delhi, India

- Designed and implemented a school-wide sporting initiative to address cohort segmentation through structured, activity-based programming.
- Created cross-group collaboration opportunities fostering community engagement and team-building among middle school students.

Senior Photography Editor

The Shri Ram School, Moulsari

2024 – 2025

New Delhi, India

Student Representative — Round Square Committee

The Shri Ram School, Moulsari

2024 – 2025

New Delhi, India

V O L U N T E E R W O R K

Special Needs Educator

Chirag, Sitla

2024

Uttarakhand, India

R E S E A R C H & W R I T I N G

University

- **Thematic Writing (WRIT 150)** — *Drafting an Ethical AI Policy*
- **Thematic Writing (WRIT 150)** — *Together, but Alone — The Paradox of Designing Interactive Museums (analysis of technology and interaction at the Grammy Museum, LA)*
- **Thematic Writing (WRIT 150)** — *It Ain't Right, and It Ain't Natural — Analysis of the Use of Technology in Hometown*
- **Broadway Musical Studies** — *Women, Societal Standards, and Power from Show Boat to Wicked*
- **Broadway Musical Studies** — *Conformity and the Cinderella Arc in Musical Theatre*
- **Broadway Musical Studies** — *The Weight of Familiarity — How Unresolved Attachment Shapes Stage and Self (comparative with Porgy and Bess)*
- **Broadway Musical Studies** — *Christine's Choice: Agency, Voice, and the Critique of Patriarchy in The Phantom of the Opera*

High School — Extended Essays & IAs

- **Mathematics** — *Analysing and Comparing Audio Recordings Using Fourier Transformation*
- **Physics** — *Exploring the Influence of the Flow of Water on the Diameter of the Hydraulic Jump Formed*
- **Chemistry** — *Effect of Added Impurity on the Critical Solution Temperature of Water-Phenol Systems*
- **Economics Commentary** — *Tighter Regulations on Vaping and Tobacco in the UK*
- **Economics Commentary** — *Soaring Inflation Rate in Nigeria*
- **Economics Commentary** — *EU Tariffs on Chinese Vehicles*
- **English** — *The Use of Language and Image in the Media to Construct Beauty Standards and Perpetuate Ethnic Biases*

M U S I C

Classically trained vocalist with a repertoire spanning classical, foreign language, musical theatre, and popular music. Trinity College London — Vocal Performance, Grade 6 (Distinction).

- Youngest member of The Capital City Minstrels (2023).
- Performed as a soloist at the Vatican Embassy, New Delhi.
- Performed Slipping Through My Fingers — a solo concert at KNMA (Kiran Nadar Museum of Art).
- Part of Delhi's first all-women's choir (2025).
- Soloist at Delhi's first live flash mob (2022).

SKILLS & LANGUAGES

Design & Research: User-Centred Design, Prototyping, Product Development, User Research, Information Architecture

Statistics & Data Analysis: Statistical Modelling, Excel, Hypothesis Testing, Regression Analysis

Economics: Market Based Research, Case Study Analysis, Cost-Benefit Analysis, Behavioural Economics

AI: Claude Code, Codex, Figma, Vibe Coding (specialisation in Front-End Design), Prompt Engineering.

Leadership & Collaboration: Project Management, Team Leadership, Conflict Resolution, Stakeholder Communication, Event Planning

Music: Vocal Performance (Trinity Classical Grade 6 Distinction), Classical, Musical Theatre, Foreign Language Repertoire

Languages: English (Fluent), Hindi (Native), Spanish (Conversational)

Interests: Music Performance & Ensemble Work, Community Building, Creative Arts, Design Strategy