Ifra

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EDUCATIONAL ACHIEVEMENTS

Examination	Year	Institution	Score
B.A. Psychology (Hons.)	2024-2027	Lady Shri Ram College For Women	8.61 CGPA
CBSE Class XII	2022-2024	A.G.D.A.V Centenary Public School, Delhi	95%
CBSE Class X	2012-2022	A.G.D.A.V. Centenary Public School, Delhi	95%

WORK EXPERIENCE

Product Intern | Vibesquad Jun 2026-Aug 2026

- Led the evolution of a pre-launch MVP to a production-ready state by **defining product direction, prioritizing initiatives, and making trade-offs** required for the launch.
- Mapped and **redesigned 6 core product flows** across onboarding, discovery, purchase, campaigns, profile, and post-content submission, identifying friction points and translating user needs into product and UX improvements.
- Drove execution from concept to release, translating product decisions into engineering specifications, converting user feedback into actionable requirements, tracking issues to resolution, and validating cross-device deployments.
- Designed the engagement strategy for a gamified leaderboard feature, structuring rankings, progress tracking, achievement visibility, and an incentive framework to **strengthen user motivation and repeat participation**

Intern | Rekhi foundation for happiness Aug 2025-May 2026

- Co-authored an **Athlete Well-being Workbook** by reviewing psychological literature, identifying effective practices and developing content translating scientific evidence into well-being interventions.
- **Synthesised research** for a literature review on the neural correlates of happiness, identifying key mechanisms, gaps, and implications.
- Coordinated the Science of Happiness course by developing promotional materials, moderating sessions, and coordinating stakeholders to ensure seamless programme delivery.
- Produced an introductory video showcasing the foundation's mission, initiatives, and impact to strengthen awareness and community outreach.

Content writing Intern | That desi psychologist March 2025-June 2025

- Crafted **engaging, research-backed content** on psychological topics aligned with current happenings; developed reel scripts optimised for Instagram blending trends with knowledge.
- Edited and proofread team content for clarity, tone, and accuracy; ensured **consistency with brand voice** while enhancing audience impact.

POSITIONS OF RESPONSIBILITY

Research Head | Interface (*Academic Forum*)**, LSR** Aug 2025-April 2026

- Built the Research Wing from the ground up by defining its strategy, operational processes, flagship initiatives and managing 15 members.
- Launched an **interdisciplinary Research Digest**, publishing 8 editions by managing its conceptualisation, submission review, and publication to promote evidence-based solutions to global challenges.
- Led the end-to-end execution of a **national paper presentation competition;** defined theme and managed a 50-abstract review process assessing originality, methodology, and analytical rigour.
- **Designed a research bootcamp featuring** 5 expert-led sessions by developing the curriculum and coordinating programme execution to strengthen members' research capabilities.

Project coordinator | Project Sashakt, CDF, NSS, LSR Aug 2025-April 2026

- Built a **partnership pipeline** by researching 30+ organisations, engaging 10+ potential partners, and conducting 5+ field visits to assess grassroots needs, resulting in collaborations with 3 NGOs supporting disability entrepreneurship.
- Directed awareness campaigns on accessibility and disability entrepreneurship using **digital storytelling and educational content**, growing project visibility across campus and online.
- Led strategy, execution, timeline planning and coordination with 10+ volunteers to establish workflows across **content, outreach, and operations.**

RESEARCH PROJECTS

- Co-leading a mixed-methods study (N=150) on human–AI interaction, examining how self-efficacy moderates the relationship between trust in AI and AI dependency; implication for trust-calibrated product design and responsible AI use.
- Analysed quantitative data using regression, and moderation analysis to identify relationships between trust, AI dependence, and self-efficacy.
- Conducting semi-structured interviews to explore students' AI usage, trust and reliance; using thematic analysis to capture behavioural patterns.
- Authored an article, "Rethinking Imaginary Audience and Identity Formation", incorporating literature review and analysis; published in Zeitgeist: LSR Psychology Journal

EXTRA CURRICULAR ACHIEVEMENTS

Competitions	• Secured 2nd place in 'Mindful governance' a Psychology based policy design competition held at LSR • Secured 2nd place in 'Ethics in Design': Designing an AI system for mental health competition.
Volunteering CDF, NSS, LSR	• Conducted in-depth **market and client research** for Project Akira's rebranding and product launch; analyzed competitor positioning and identified potential outreach opportunities • Volunteered with a nonprofit supporting differently-abled individuals; engaged in on-ground sales initiatives to sell their products. • Contributed to the **online publicity team** for NSS events (Noor, Valentine Week for Animals, Nexus); designed social media posts and edited reels supporting digital engagement.
Filmmaking Projekt, LSR	• Identified and reached out to potential sponsors for Tarang (annual cultural fest) based on event relevance; created engaging social media content to increase event visibility and audience engagement. • Contributed to a collaborative short film production and provided logistical assistance during the society's annual exhibition.