

SPOORTHI MADADI

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University of Virginia junior pursuing Product Management or UX Design opportunities, with experience spanning user research, prototyping, data analysis, and product development. Brings a user-centered approach to solving problems and collaborating to deliver intuitive product experiences.

EDUCATION

University of Virginia

B.A. in Cognitive Science, Focus in Computer Science & Human-Computer Interaction

Sep 2024 – May 2028

GPA: 3.7

PROFESSIONAL EXPERIENCE

Dayout | UX Research Intern

June 2026 – Present; May 2025 – Sep 2025

- Designed wireframes and screens to visualize user journeys, happy paths, and desired workflows across the application
- Analyzed user behavior data to define key events and build eight engagement funnels, identifying points of user drop-off during onboarding and initial account creation
- Conducted user interviews to gather feedback, uncover pain points, and identify ten key opportunities for product improvement

Hardshell Inc | Marketing/Communications Intern

Jan 2026 – April 2026

- Developed visual and written content for social media, newsletters, investor communications, and tech conferences, increasing engagement through high-impact booth and event materials
- Conducted market and competitive research to inform communications strategy, identify industry trends, and strengthen brand positioning
- Refined messaging for federal and commercial audiences, tailoring communications to distinct stakeholder needs

Hoamsy | Marketing/Customer Success Intern

Jun 2025 – Aug 2025

- Built structured event supply plans by combining vendor research with quantitative cost analysis to support planning and budgeting for 60+ events
- Curated weekly social media content to promote Hoamsy events and experiences and engage target audiences
- Expanded Hoamsy's partner network by recruiting and onboarding hundreds of vendors and hosts for events

Virginia Alcoholic Beverage Control Authority | Software Engineer Intern

Jun 2023 – Aug 2023

- Developed functionality for VA ABC's internal interface application using HTML, CSS, JavaScript, and SQL
- Executed 20+ QA test cases and resolved key technical issues to improve application functionality in a fast-paced professional environment
- Managed project progress using Scrum and presented completed deliverables and project updates to VA ABC's C-suite

PROJECTS

Thred | University of Virginia

May 2026 – Jun 2026

- Designed and developed a tourist-focused mobile app from concept to functional prototype using Figma and AI-assisted development
- Conducted on-site guerrilla UX testing to gather real-world user feedback, translating insights into design improvements, and delivering strategic UX recommendations to agency partner, Bizrupt

The Elite Impact | Deep Run High School, Center for Information Technology

Sep 2023 – Apr 2024

- Analyzed private aviation trends for a senior capstone project, applying forecasting models and predictive analysis to identify and project future trends
- Built an interactive website to showcase predictive models and presented findings to a panel of CIT advisors and industry experts

TECHNICAL SKILLS

Web & App Development, User Research, HTML/CSS, Python, JavaScript, Java, SQL, Data Analysis, Figma, Amplitude, Google Vertex AI, Scrum, AI-Assisted Development