

AYRA MAKANI

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EDUCATION

University of Wisconsin-Madison

August 2025

Bachelor of Science in Information Science

Certificates: Computer Science, Digital Studies

Relevant Courses: Web Architecture, Data Storytelling and Visualisation, Digital Media Production

LEADERSHIP EXPERIENCE

Baking Club UW, Madison, WI

May 2024-Present

Director

- Directing the executive board's ideation and its execution of innovative and riveting events for improving the club's inventiveness and its community engagement
- Building the new brand's credibility and actively engaging in outreach, driving tremendous growth both in online and offline spaces and enabling new relationships between clubs and within our local communities
- Fostering a baking community of 130+ student members, within a semester with 800+ students signing up for our newsletter
- Enhancing my strategic planning skills by collaborating with our executive board to devise solutions and goals in areas like community building, fundraising, brand collaborations to promote the value of baking as a self-care tool

WORK AND VOLUNTEER EXPERIENCE

Computer Science Learning Centre, Madison, WI

January 2023-May 2023

Tutor

- Tutored students weekly for a semester in an open-format setting, supporting them for various computer science courses offered at the university
- Assisted students in learning beneficial debugging techniques, and logical thinking and building productive coding skills and habits by creating a collaborative learning atmosphere, aiding students in developing confidence and problem-solving abilities
- Demonstrated leadership in the community to create an inclusive and supportive space for students to seek assistance and engage in peer-learning opportunities offered by the university

Badger Market, Madison, WI

January 2024-August 2025

Cashier and Team Member

- Delivering exceptional customer service, building strong communication skills by assisting a diverse range of customers with varying backgrounds and communication levels
- Developing valuable teamwork experience and organizational skills by collaborating effectively with colleagues to ensure seamless daily operations, store inventory and a positive customer experience
- Enhancing problem-solving abilities through handling customer inquiries, resolving issues, and maintaining a positive atmosphere in a fast-paced environment.

The Plasma Pump, Mumbai, IN

April 2021-June 2021

Social Media Manager

- Designed engaging and consistent posters, infographics and digital content to reinforce brand identity and provide accessible health information
- Applied user-centred design principles for awareness campaigns aligned with community needs about plasma pumps during the Covid-19 pandemic in India
- Analysed engagement metrics and social media data to optimize content strategy and design to enhance reach and audience interactions to connect more donors with recipients.

SKILLS AND LANGUAGES

Languages: English, Hindi, Marathi

Technical Skills:

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|--------------|----------------|---------------|
| • Java | • Python | • LibreOffice |
| • HTML | • C | • Asana |
| • R | • C++ | • Wireshark |
| • SPSS | • Photoshop | • SQL |
| • CSS | • Illustrator | • Figma |
| • Javascript | • Premiere Pro | |
| | • Tableau | |