

# Vaishnavi Anand

UX Designer

Results-driven UX Designer with 3 years of experience at Cognizant (Programmer Analyst) and MeetYourClass Inc (Head of Product). Focused on optimizing user journeys to enhance product usability, achieving a 40% increase in user growth.

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📍 Ann Arbor

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## WORK EXPERIENCE

### Head of Product MeetYourClass Inc.

06/2024 - Present

Ann Arbor, Michigan

Achievements/Tasks

- Created a design system that improved design consistency across all product features and reduced design iteration time by 40%
- Collaborated with developers to ensure product designs are implemented accurately and consistently
- Developed user flows that improved user navigation and reduced user errors by 60% and established a data-driven approach to product development to ensure successful product launches

### Graduate Teaching Assistant Purdue University

08/2023 - 05/2024

West Lafayette, Indiana

Achievements/Tasks

- Managed and mentored 4 teams in the Experience Studio class, sponsored by industry-leading companies such as HOKA, Innovatemap, Great Clips, and Purdue International Students & Services, resulting in successful execution of design methods, design thinking, growth, strategies, and end-of-semester presentations.
- Led a user interview tutorial, reading panels in UX fundamentals course, and mentored undergraduate seniors for UX design capstone projects.
- Developed comprehensive documentation layouts for each team's project progress, providing clear insights into design thinking process, problem-solving approach and verbal communication.

### UX Researcher (RETHI x NASA Project) Purdue University

01/2023 - 05/2024

West Lafayette, Indiana

Achievements/Tasks

- Designing high-fidelity prototypes of 4-5 on-screen widget models, along with data visualization contributing to the development of Mission Control Visualization Technologies.
- Coding 10-15 flight controller and astronaut interviews, compiling major insights related to macrocognitive challenges and situation awareness to visualize the needs of MCVT on external habitats like Mars.
- Teaming up with PhD researchers to write papers for HCI conferences – CHI, AIAA on topics covering mental models, tacit knowledge, decision making, etc. in the context of astronauts and flight controllers.

## EDUCATION

### Master of Science, Human Computer Interaction Purdue University

08/2022 - 05/2024

West Lafayette, Indiana

### Bachelor of Technology, Electronics and Communication

SRM Institute of Science and Technology

07/2016 - 05/2020

Chennai, India

## SKILLS

Prototyping

User Testing

User Interviews

Customer Journey Mapping

User Flows

Design System

React JS

HTML/CSS

Stakeholder Collaboration

Developer Collaboration

Problem Framing

Information Architecture

Figma

JIRA

Git

Miro

Wireframing

Google Analytics

Product Management

Usability Testing

Roadmapping

## PROJECTS

### Revolutionizing feedback loop for junior designers

- Developed a practical framework for junior UX/Product designers to strengthen cross-functional collaboration through research-backed guidelines for feedback sessions with non-design stakeholders. Utilized mixed-methods research to identify communication barriers and create structured phases for effective design presentations and stakeholder engagement.

### Adaptability Problem : Understanding and enhancing interactions of older people with OTT platforms

- Conducted 8 in-depth interviews and performed a qualitative study to illuminate existing streaming platform issues concerning cognitive concepts, yielding insights applicable to design suggestions for the elderly

### Creatively Sparking Innovation: Integrating AI into the Startup Ideation Process

- Conducted research on AI integration in startup product development, focusing on optimizing early-stage ideation through UX-driven approaches. Analyzed technology industry case studies to develop frameworks for selecting and implementing AI tools, enabling efficient and cost-effective product innovation processes.

## ORGANIZATIONS

### The Honor Society of Phi Kappa Phi (03/2024 - Present)

Member

## LANGUAGES

English

Native or Bilingual Proficiency

Hindi

Native or Bilingual Proficiency