

Vaishnavi Anand

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EDUCATION

Purdue University

Master of Science in Human-Computer Interaction (HCI)

West Lafayette, IN

Apr 2024

SRM University

Bachelors in Electronics and Communication Engineering

Chennai, India

May 2020

WORK EXPERIENCE

Purdue University

Graduate Teaching Assistant | 4 undergrad UX studios

West Lafayette, IN

Aug 2023 - Present

- Managed and mentored 4 teams in the Experience Studio class, sponsored by industry-leading companies such as Deckers (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.

MeetYourClass

Product Design Intern

Ann Arbor, MI

May 2023 - Aug 2023

- Collaborated with a cross-functional team of stakeholders to create a comprehensive design system with reusable components and a product roadmap, reducing design production time by 40% and followed the Agile development process.
- Conducted heuristic evaluation of current [website](#) and identified several usability issues, resulting in a 50% increase in user satisfaction of the end-to-end site user flows
- Led user research activities including user tests, interviews, and competitive analysis, resulting in a redesign which boosted conversions by 20%.

Design Visualization and Cognition Lab

UX Researcher (RETHI x NASA Project)

West Lafayette, IN

Jan 2023 - Present

- 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

Cognizant Technology Solutions

Frontend Web Developer

Chennai, India

Aug 2020 - Jul 2022

- Redesigned 2 websites using HTML, CSS, Bitbucket & Jira for migration of old client sites into the Adobe Experience Manager (AEM) platform for enhanced management.
- Converted 2 client sites into responsive versions, increasing usability by 20% by partnering with 3 UI/UX designers.
- Performed unit testing of coding methodologies and end-to-end testing of designs across 2 sites for responsiveness & effectiveness, deploying fixes to improve user experience by 30%.

SKILLS

Design: Prototyping, Accessibility, Customer Journey, Interaction Design, Problem Framing, Product Design, Design Systems, Accessible Design, Product Management, Wireframes, Agile, Design strategy, Responsive Design, User Research, User Interviews, Competitive Analysis, Usability Testing, Affinity Mapping, Information Architecture, Project Management, Visual Design

Tools: Figma, Invision Design, Microsoft Office, Adobe XD, Adobe Aero, Miro, Unity, Photoshop, InDesign, HTML, (S)CSS, Bootstrap, Bitbucket, Jira, User testing, Google Analytics