

# Vaishnavi Anand

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## EDUCATION

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**Purdue University** **West Lafayette, IN**  
*Master of Science in UX Design* Apr 2024

**SRM University** **Chennai, India**  
*Bachelors in Electronics and Communication Engineering* May 2020

## WORK EXPERIENCE

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**Purdue University** **West Lafayette, IN**  
*Graduate Teaching Assistant | Exp Studio & Learning S4* Aug 2023 - Present

- Evaluating design deliverables and team performance as a project owner for 4+ industry projects (Deckers HOKA, Great Clips, Innovatemap and Purdue ISS)
- Managing 16 projects and facilitating discussions about design thinking, organization strategy, and design leadership

**MeetYourClass** **Ann Arbor, MI**  
*UX Design Intern* May 2023 - Aug 2023

- Collaborated with a team of designers, business leads, and developers to create a comprehensive design system with reusable components, 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.
- Led user research activities including user tests, interviews, and competitive analysis, resulting in a redesign that increased conversions by 20%.

**Cognizant Technology Solutions** **Chennai, India**  
*Frontend Web Developer* Aug 2020 - Jul 2022

- Redesigned 2 websites using HTML, CSS, React JS, Bitbucket & Atlassian for successful migration of old client sites into the Adobe Experience Manager platform.
- Converted 2 client sites into responsive versions, increasing usability by 20% by successfully collaborating 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 the user experience by 30%.

## PROJECT EXPERIENCE

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- Designing and conceptualizing high-fidelity prototypes of 4-5 on-screen widget models, contributing to the development of Mission Control visualization Technologies by collaborating with Ph.D. Researchers (RETHi-NASA)
- Led a team of 7 undergraduates for a design project sponsored by Innovatemap which aimed at designing a platform to increase engagement in office hours at universities
- Conducted 8 in-depth interviews and performed qualitative analysis to illuminate existing streaming platform issues concerning cognitive concepts, yielding insights applicable to design suggestions for the elderly

## SKILLS

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**Design** Prototyping, User flows, Storyboarding, Interaction Design, Problem Framing, Product Design, Design Systems, Accessible Design, Product Mockups, Wireframing, User Feedback, Agile, Design strategy, Responsive Design, User Research, User Interviews, Competitive Analysis, Usability Testing, Affinity Map

**Tools** Figma, Invision Design, Microsoft Office, Miro, InDesign, HTML, (S)CSS, Bootstrap, Bitbucket, Atlassian, User testing, Asana, Trello, Notion, VS Code, Google Analytics Adobe XD, Adobe Aero, Unity, Photoshop