

# Anuka Mendbayar

I am a user-centered UX designer with a background in customer service and psychology. I want to solve a problem for users by understanding how the brain functions and simplifying the design accordingly. I am passionate about creating digital experiences with impact on users' lives. Looking for a company with a phenomenal culture to grow and contribute.

Albany, CA  
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Anuka's Portfolio

## PROJECTS

### WALE Case study link

#### *UX/UI Design, Branding*

Design a cloud storage or organization app focused on: 1. Saving, organizing & creating content 2. Uploading files 3. Sharing with others

- Conducted competitive analysis and user research to identify opportunities for cloud storage wardrobe platform and created branding
- Created branding and marketing materials including logo, color palette, typography and responsive iOS app.

### BusyBus Case study link

#### *UX/UI Design*

Due to expansion, numerous bus routes have been recently added and many of those routes stop at the same bus stop. Riders want to know what the next arriving bus is and how much time they have to get to the stop.

- Defined users needs and pains through user research and competitive analysis
- Visualized features with low and high fidelity mockups
- Created a one-screen responsive prototype using HTML/CSS

## EXPERIENCE

### Bloc —*Product Design Program*

#### *September 2019 - Present*

- Worked closely with industry professionals on UX design projects
- Created clean, responsive designs in prototypes and front-end development

### 7 For ALL Mankind, San-Francisco — *Sales Supervisor*

#### *June 2019 - September 2019*

- Rapidly developed a strong client book currently valued at over \$100,000
- Weekly recognized #1 sales supervisor in the entire company, and top sales in the company.
- Provided excellent customer service that reflected well on our NPS metric

## EDUCATION

University of California, Davis — B.A. in Psychology, minor in Economics  
*Graduated: June 2018*

## SKILLS

User Research & Testing  
Information Architecture  
Wireframing  
Prototyping  
User Stories & Flows  
Branding & Identity  
Typography  
Interface & Visual Design  
Responsive Design

## TOOLS

Pen & Paper  
Figma  
InVision  
Whimsical  
Usability Hub  
Atom  
GitHub  
Basic JavaScript

## SOFT SKILLS

Capable of working in a fast-paced environment  
Diligent employee with strong multitasking skills  
Confident public speaking  
Fast adopter of new skills and technology

## LANGUAGES

English, Mongolian  
HTML & CSS