Vaishnavi Anand

ENGINEER | DEVELOPER | DESIGNER

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I am a frontend web developer with a degree in electronics engineering and a passion for delighting users through their screens. I hope to bring a multi-disciplinary and sustainable approach to the UX design process.

SKILLS

- **Administrative** : MS Word , Outlook, Excel , PowerPoint, Google Docs, Gmail
- **Web Development** : Html, Css, Bootstrap, React JS, Node JS, Bitbucket, Jira
- **Design** : Invision , Canva, Wix
- **Marketing Tools** : Google Analytics ,Trello , MailChimp , Quora, SEO, SEM, Mailmeteor

RESEARCH PUBLICATION

Effects of Electrical and Physical Parameters on Mobility of Organic Thin Film Transistor (Published, 2020 IEEE 17th India Council International Conference (INDICON))

Effect of device parameters on the mobility of an Organic Thin Film Transistor and and performed various different simulations on TCAD Silvaco Software

COURSES AND WORKSHOPS

- Google Digital Garage: Fundamentals of Digital Marketing
- Google Analytics Academy: Google Analytics
- Udemy: Fundamentals of UX Design
- IoT Bootcamp
- Physical Computing using Arduino

VOLUNTEER EXPERIENCE

Intern, CSRL(Center for Social Responsibility and Leadership) , New Delhi | May'19 - Jun'19

- Worked in the flagship Social Development project 'CSRL Super 30'
- Optimised the C.S.R.L website through design modifications
- Designed content for posters and advertisements of CSRL

Volunteer, AARUUSH'16 (National Level Techno-Management Fest), Chennai | Aug'16 - Apr'17

- Worked as a part of team Corporate Strategies and Implementation
- Organized workshops with esteemed organizations and tech scholars
- Increased ticket sales by 10%

WORK SUMMARY

COGNIZANT TECHNOLOGY AND SOLUTIONS   Mumbai | Aug '19 - Present

UI Developer

- Developed websites by coding using HTML, CSS, React JS and collaborated with a team of developers on Bitbucket , JIRA
- Collaborated with UI/UX designers for website responsive design , client organisation , user requirements
- Conducted unit testing for coding functionalities and testing of website design for responsiveness, clarity and effectiveness

LORRIGO LOGISTICS AND SERVICES   New Delhi | Jan '21 - Present

Consultant (Digital Marketing and UX Design)

- Optimised social media profile and managed lead generation through Digital Marketing on Instagram
- Managed content and creatives with user analysis to generate maximum intent on social media platforms
- Converted ~4% of clients through cold emails, designed email content for campaigns

CUEMATH PVT. LTD.   Bangalore | Jun '20 - Aug'20

Marketing Intern

- Managed lead generation via Facebook, Instagram , YouTube, Blogs and leveraged a pool of ~30 clients for collaborations
- Tracked website traffic and goals on Google Analytics
- Designed mail templates for E-mail marketing and A/B testing and advertisement content on Canva

LARSEN AND TOUBRO   Mumbai | Dec '18 - Jan'19

Project Intern

- Studied and compiled a project on telecommunication systems for offshore platforms

SIEMENS   Mumbai | Jun '18 - Jul'18

Project Intern

- Worked in the PD SLN Dept. and studied project management , fieldwork and pipeline study

O.N.G.C   Mumbai | Dec '17 - Jan'18

Project Intern

- Studied and compiled a project on computer networking

EDUCATION

SRM INSTITITUTE OF SCIENCE AND TECHNOLOGY   Kattankulathur | Jul '16 - Jun '20

B.Tech in Electronics and Communication Engineering

AHLCON INTERNATIONAL SCHOOL   New Delhi | Jul '14 - May '16

CBSE , Highschool

Physics , Chemistry , Mathematics, English, Economics