Aarushi Venkatakrishnan

User Experience Designer

Education

Duke University, Durham, NC   AUG 2019 - EXPECTED MAY 2023

Pursuing B.S. in Computer Science, Minors in Biology/Visual Media Studies
- Relevant courses: Anthropology of Design and UX, Experimental Interface Design, Intro IOS Mobile App Programming, Data Structures and Algorithms
- GPA: 3.95

Experience

Warner Bros Discovery   JAN 2022 - APR 2022

UXD Intern
- Collaborated cross-functionally within the Monetization, Marketing & Access squad on discovery+ over a 12-week internship.
- Assembled over 30 UX activity templates in FigJam to contribute to artifact consolidation and efficient workshop facilitation across the global UXD team.
- Synthesized App Store reviews and competitor features for ongoing initiatives in order to understand the business problem and existing solutions.

FTN Network   MAY 2021 - JAN 2022

UX Freelancer
- Drove design of three tools (Pace, Splits, WR vs. CB) to simplify user experience. All tools are live on FTNFantasy, FTNbets, and FTNdaily.com.
- Conducted competitor research, optimizing user flows and visual design. Led usability studies to improve user flow and evaluate design decisions.
- Devised style guide and reusable 26+ component library alongside developer for consistency across site and easy production.

Duke Creative User Experience Team   JUN 2021 - JAN 2022

UX Intern
- Worked alongside UX professionals to assess Duke stakeholders' needs, gather requirements, and conduct stakeholder interviews.
- Utilized Google Data Studio to represent the results of three rounds of qualitative data from user testing to aid in feature prioritization.

Code+ Internship   JUN 2021 - AUG 2021

UX and Frontend Developer
- Collaborated with team of five to develop ReView, a web app using Zoom recording transcripts via the Zoom API to summarize lectures and tag key topics to make navigating videos easier for students and instructors.
- Created user flows, wireframes, high-fidelity mockups and implemented web design. Designed six screens for web app.
- Identified target users through surveys and stakeholder input. Prioritized feedback from user interviews through multi-phased usability testing.

Contact

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Tools

Adobe AfterEffects
Adobe Illustrator
Adobe XD
Google Data Studio
Figma
Miro
Mural
Mailchimp
Notion
WordPress

Languages

HTML/CSS
Java
Python
R
Swift

Skills

Competitive Audit
Data Analysis
High-Fidelity Prototypes
Mockups
User Flow Mapping
User Testing
Wireframing

Honors

Deans List, 2019/2021
Huang Fellowship, 2020

Certifications

Google UX Design
Certification

Interests

Illustration
Indian Classical Dance