

Aarushi Venkatakrishnan

UX/UI Designer

Education

Duke University, Durham, NC

AUG 2019 - Present

Pursuing B.S. in Computer Science, Minors in Biology/Visual Media Studies

- Expected graduation: May 2023
- Relevant courses: Experimental Interface Design, UX/UI Bootcamp
- GPA: 3.98

Experience

Duke Creative User Experience Team

JUN 2021 - Present

UX Intern

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

FTN Fantasy

MAY 2021 - Present

UX Freelancer

- Drove redesign of the Splits Tool to simplify user experience.
- Produced style guide and worked with developer to make a reusable component library for consistency across the site.

Duke Center for Global Reproductive Health AUG 2019 - Present

Communications Team Lead, Student Advisory Board (SAB) Chair

- Coordinate and support initiatives across four multi-disciplinary teams.
- Produce quarterly newsletters that are sent to 170+ center affiliates.
- Executed website redesign and increased user engagement by 29%.
- Spearheaded SAB communications strategy through 4 committees with 30+ members.

Duke Code+ Summer Coding Experience JUN 2021 - AUG 2021

Intern

- Collaborated with team of five students 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.

Duke Medical Center

NOV 2019 - DEC 2020

Research Assistance at Immune Dysfunction and Evolutionary Mismatch Lab

Principal Investigator: William Parker, PhD

- Conducted literature reviews and devised a strategy to perform user research on social media posts. Quantified 1000+ posts to identify trends.
- Communicated results to varying audiences through statistical analyses, two presentations, and one publication.

Contact

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Tools

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

Languages

HTML/CSS
Java
R
Python

Skills

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

Honors

Huang Fellowship, 2020
Deans List, 2019
Regeneron STS Top 300, 2019

Certifications

Google UX Design Certification

Interests

Illustration
Indian Classical Dance