

# Aarushi Venkatakrishnan

## UX/UI Designer

### Education

**Duke University**, Durham, NC

AUG 2019 - MAY 2023

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

- Relevant courses: Experimental Interface Design, UX/UI Bootcamp
- GPA: 3.98

### Experience

**Duke Creative User Experience Team**

JUN 2021 - Present

UX Intern

- Assist UX professionals to assess needs of university websites.
- Utilized Google Data Studio to represent the results of 3 rounds of qualitative data from user testing and aid in feature prioritization.

**FTN Fantasy**

MAY 2021 - Present

UX Freelancer

- Drove redesign of the Splits Tool to simplify the 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

- Coordinate and support initiatives across 4 multi-disciplinary teams
- Chair the Student Advisory Board. Pioneered board communications strategy through 4 committees with 30+ members.
- Executed website redesign and increased user engagement by 29%.
- Grew center audience by 20% and produced quarterly newsletters that were sent to over 170+ center affiliates.

**Duke Code+**

JUN 2021 - AUG 2021

Intern

- Led the user experience and interface design for ReView, a web app using video transcripts to summarize recordings and tag key topics to benefit students and instructors.
- Identified target users through surveys and stakeholder input. Prioritized user feedback through multi-phased usability testing.
- Created user flows, wireframes, high-fidelity mockups and implemented web design in collaboration with team. Designed 6 screens for web app.

**Duke Medical Center**

MAY 2019 - DEC 2020

Research Assistant at Immune Dysfunction and Evolutionary Mismatch Lab

PI: Dr. William Parker

- Conducted literature reviews and devised a strategy to conduct user research on social media posts. Quantified 1000+ posts to identify trends.
- Communicated results to varying audiences through statistical analyses, 2 presentations, and 1 publication.

### Contact

av202@duke.edu  
www.aarushiv.com  
(704) 252-1200

### 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  
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