Aarushi Venkatakrishnan
User Experience Design

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, Intro to Data Science, Data Structures and Algorithms, Everything Data, Intro to Computer Systems
- GPA: 3.98

Experience

FTN Network   MAY 2021 - Present

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 component library (26+ components) alongside developer for consistency across site and easy production.

Duke Creative User Experience Team   JUN 2021 - Present

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.

Duke Center for Global Reproductive Health   OCT 2019 - Present

Student Director
- Served as the Big Data for Reproductive Health data science project manager.
- Produced quarterly newsletters that are sent to 170+ center affiliates.
- Spearheaded Student Advisory Board communications strategy through 4 committees with 30+ members.

Duke Medical Center   NOV 2019 - DEC 2020

Research Assistant at Immune Dysfunction and Evolutionary Mismatch Lab
Principal Investigator: William Parker, PhD
- Conducted literature reviews and devised a strategy to quantify user research on 1000+ social media posts to identify trends.
- Communicated results via two presentations and one 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
Python
R

Skills

Competitive Audit
Data Analysis
High-Fidelity Prototypes
Mockups
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