

Ana Mathew

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Seeking opportunities to bridge the gap between technology and healthcare by fostering innovation, implementing improved design practices, and enhancing user accessibility.

SKILLS

DESIGN

- Sketching
- Wireframing
- Prototyping
- User flows
- Card Sorting
- Information Architecture
- Responsive Web Design

DEVELOPMENT

- HTML
- CSS
- JS

RESEARCH

- User Interviews
- Survey Design
- Heuristic Analysis
- Competitive Analysis
- Usability Testing

SOFTWARE

- Figma
- Miro
- Trello
- Adobe Cloud
- Google Workspace
- Microsoft Suite

TECHNICAL

- Incident Investigation
- Hazardous Waste Compliance
- Ergonomics
- FEMA Emergency Management
- Lab Safety

EXPERIENCE

Freelance UX/UI Designer

- Collaborated with clients to understand their business goals, target audience, and project requirements to create effective UX/UI designs.
- Implemented responsive design principles to ensure seamless user experiences across various devices and screen sizes.
- Conducted heuristic evaluations and usability assessments to identify areas for improvement and optimize user flows.
- Stayed updated on the latest trends, best practices, and emerging technologies in UX/UI design to provide innovative solutions to clients.

Branding Consultant

- Collaborated with clients to understand their business goals, target audience, and project requirements to create effective designs.
- Conducted market research and competitor analysis to identify unique positioning and differentiation opportunities for the client's brand.
- Created visually compelling brand identities, including logos, typography, color palettes, and brand guidelines, that effectively communicated the client's brand values and message.

Johnson & Johnson EHS Specialist

- Developed sitewide lab safety trainings and SOPs for emergency response plans, hazardous waste, and biosafety.
- Improved user experience for EH&S service request platform and increased interaction rate by 43%.
- Performed GEMBA walks and created creative action preventative actions (CAPAs) to ensure safe practices for over 400 employees.

EDUCATION

UX/UI Bootcamp

UT Austin

Relevant coursework: Usability Testing, Information Architecture, Responsive Design

2023-Present

B.S Public Health

Texas A&M University

Relevant coursework: Data Statistics, Health Communication, Epidemiology

2016-2020