

ANANYA RAAM

🏠 Richmond, VA
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Skills

Programming Languages

HTML
CSS
JavaScript
Python
Java
R

Software

Figma
Sketch
Marvel
Balsamiq
Wordpress
Mural
Github
WalkMe

Certifications

UI/UX Design Specialization offered by the *California Institute of Arts* on Coursera

Visual Elements of UI Design
UX Design Fundamentals

Web Design: Strategy and Information Architecture

Web Design: Wireframes to Prototypes

Experience

State Farm Remote
Digital Adoption Solution Developer August 2024 - Present

- Develop and implement user interface solutions using WalkMe to enhance employee user experience with internal software applications and systems.
- Conduct user research and analyze data to design real-time guidance and automation solutions, boosting user satisfaction and business efficiency.

Federal Reserve Bank of Richmond Richmond, VA
UX Intern June 2023 - August 2023

- Designed engaging visual layouts for user personas and journey maps, improving audience understanding by ensuring a seamless flow of content and information.
- Completed comprehensive user and industry research via interviews, workshops, comparative analyses, and written reports, informing strategic design decisions.

University of Virginia Charlottesville, VA
Maker Consultant August 2022 - August 2024

- Coordinated and hosted events for the maker space, and created marketing materials that increased attendance by 100%.
- Organized and maintained the space, debugged and cleaned machines, and introduced students to the lab by giving tours.
- Iterated on and updated the maker space's website to keep users engaged and informed.

University of Virginia Charlottesville, VA
Desk Supervisor August 2022 - December 2023

- Managed the front office, greeted and directed visitors, oversaw practice rooms, and took questions.

Education

University of Virginia Charlottesville, VA
Bachelor of Arts August 2021 - May 2024

- Cognitive Science, concentration in Computer Science. 3.9/4.0 GPA.
 - Leadership & Involvement: Vice President of Design for *theCourseForum*, Internal Chair for the founding board of *UI/UX Design at UVA*, UX Designer for the *Student Council*, Director of PR for the *Society for Cognitive Science*, Research Assistant for *Gerling Touch Lab*, Member of *Phi Beta Kappa*.
 - Relevant Coursework: User Experience Design, Human-Computer Interaction, Engineering Interactive Technologies, Software Development Essentials, Data Structures & Algorithms I, Introduction to Data Science with R, Research Methods & Data Analysis I, Introduction to Programming, Introduction to Information Technology, Minds and Machines, Introduction to Cognition.