

# ANISA ANUAR

designer  
coder  
baker



## EDUCATION

### NORTHEASTERN UNIVERSITY

*Khoury College of  
Computer Sciences*

Bachelor of Science in  
Computer Science and  
Design

Boston, MA  
Sep 2016 - May 2021

## SKILLS

Java  
HTML/CSS  
JavaScript  
jQuery  
React (in progress)  
Python (in progress)

Adobe Creative Suite  
Zeplin  
Camtasia Studio  
HubSpot CMS  
WordPress  
Git/Github

## HOBBIES

Rock climbing  
Spoken word poetry  
Cookie decorating  
Acrylic painting  
Pan flute

## CONTACT

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Boston, MA 02115

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## WORK EXPERIENCE

### EXPERIENCE DESIGNER

*Intuit // San Diego, CA*

*Jan 2019 - Aug 2019*

Design and launch an interactive, multi-platform online community focused on tax professionals based on customer insights and business requirements

Combine UX and business acumen to thoughtfully create both the E2E visual design and interactive, intuitive experience

Align visual design work with existing design pattern libraries

Make feature improvements using rapid tests and experimentation in an agile environment

### DESIGN COORDINATOR

*Nokia Technologies // Cambridge, MA*

*Jan 2018 - Jun 2018*

Created animated video using Adobe AfterEffects for use on web homepage and at trade shows and conferences

Redesigned key web pages, including homepage, resulting in a 74% increase in visitor to lead conversion rate

Designed tradeshow booth backdrops and kiosks to drive brand awareness and attract qualified traffic to Nokia's booth

Optimized web pages for SEO resulting in an 81% increase in organic search traffic

Built HTML email templates within HubSpot CMS for marketing use

Redesigned retargeting web ads, resulting in a doubled click through rate

### WEB DEVELOPER

*Paidia Studios // Boston, MA*

*Aug 2016 - Mar 2018*

Designed the puzzle-solving website portion of "Who Is R. Mutt?", an augmented reality game incorporating mobile and desktop play

Maintained the Paidia Studio website and updated projects, team members, and exhibition dates

Produced teaser trailer videos for submissions to indie game expos

## EXTRACURRICULAR ACTIVITIES

### FELLOW

*Pan Asian American Council (PAAC)*

Build strong connections among the cultural clubs within the organization, promote dialogue about the values of PAAC, and support planning of events

### SENIOR MENTOR

*Asian American Students in Action (AASIA) Mentoring Program*

Encourage and foster a community of support and mentorship, as well as a space to discuss issues that Asian Americans face