ANITA SHAH

UX & UI Designer

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203.912.1689

Based in San Diego, CA.
Open to relocation anywhere in
the USA & Canada.

"I'm a creator of beautiful user-centered design solutions. My process involves user research, wireframing, & front-end prototyping. Let's make something amazing!"

SKILLS

Design Expertise

User Survey	Hi-Fi Mockups
User Interview	Usability Testing
User Personas	Branding
User Stories	Prototyping
Sketching	Typography

Front-End Development

HTML 5	jQuery
CSS 3	Git/Github
Javascript	Responsive

Tools

Sketch	Adobe Photoshop
Figma	Adobe Illustrator
InVision	Omnigraffle
Survey Monkey	UsabilityHub
Google Forms	UserTesting.com
Canva	Axure
Jira	MailChimp

EDUCATION

2011 - 2015 — University of California, San Diego
Bachelors of Science (BS), Psychology & Business

2018 — Bloc
Advanced Topics of UX/UI

EXPERIENCE

Jan 2020 - Present — Love & Care
Marketing Designer

-Worked with a non-profit to create a marketing strategy.
-Worked with stakeholders to create a brand
-Worked to create and grow social media presence was able to increase sponsorships and fundraising through this funnel.
-Created a competitive analysis to get a better understanding of similar non-profits pros/cons.

June 2018 - Feb 2019 — Beckett Corp
UX/UI Designer

-Helped fufill Beckett's new IOT initiatives in which they wanted users to be able to view tank metrics via a mobile app
-Researched the users needs by surveying the current users and creating personas.
-Designed high fidelity iOS prototypes

Jan 2018- June 2018 — Net Zero Enterprises
Brand & Design Consultant

-Established and rebranded this venture capalist firm's values and mission.
-Using an iterative design process, worked collaboratively with the leadership to design a new website, new logos, new branding.
-Created a WordPress site by using the web designs

Sept 2017- Jan 2018 — Thinking Around Corners
UX/UI Designer

-Collaborated with designers and developers to research, ideate, design and prototype digital experiences for various start-ups.

PROJECTS

2018 — Personal Portfolio
UX/UI Designer

-Designed and developed my own portfolio site using UI skills and tools including HTML, CSS, and Javascript.