ANITA SHAH
UX & UI Designer

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Based in San Francisco, 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	Maze
Google Forms	UserTesting.com
Canva	Axure
Jira	MailChimp
Microsoft Office	Webflow

EDUCATION

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

EXPERIENCE

Jan 2020 - Present   Love & Care   *Marketing Designer*

-Currently helping this non-profit create a brand and improve their digital content (including social media, the website, donor-facing newsletters, etc)
-Increased online presence by 30%
-Leading the redesign of the current website
-Conducted initial UX research and conducted interviews
-Work in a collaborative environment with the content team

May 2019 - Nov 2019   Beckett Corp   *UX/UI Designer*

-Helped fulfill Beckett's IoT initiative in which they wanted users to be able to view oil tank metrics via a mobile application
-Used UX methodologies to conduct research and talked to industry specalists
-Translated the data into flows and wireframes
-Conducted user testing to ensure the application would lead to a more intuitive user experience
-Designed hi-fi iOS prototype
-Optimized data visualization techniques
-Worked in an agile environment with a PM and engineers.

Nov 2018- May 2019   Net Zero Enterprises   *Brand & Design Consultant*

-Using an iterative design process, worked collaboratively with the stakeholders of this VC firm to re-brand and design a new website
-Created a moodboard to represent the visual identity of the brand
-Created wireframes and web mockups which were translated to a WordPress site

PROJECTS

2018   Personal Portfolio   *UX/UI Designer*

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