

# ANITA SHAH

UX/UI DESIGNER

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## SUMMARY

Building on a psychology & business background, I am a UX designer interested in simple digital experiences that encourage users to engage with their physical world.

## RELEVANT EXPERIENCE

### Beckett Energy Systems

UX Consultant

Apr 2018-May 2018

Developed high fidelity iOS prototypes for the development team using Sketch and Illustrator.

### Thinking Around Corners

UX & Brand Consultant

Jan 2018-May 2018

Advised on new branding and designed a new style sheet and logos

### Net Zero Enterprises

UX & Brand Consultant

Sep 2016-Feb 2017

Redesigned and redeveloped Net Zero's website.

## PROJECTS

### truwork

Web Application

truwork has an intuitive interface that combines the ease of creating, searching, bookmarking, and saving your ideas in one place.

## EDUCATION

University of California,  
San Diego

B.S. Psychology & Business  
2011-2015

Bloc

UX & UI Apprenticeship

## SKILLS

### UX/UI

User Survey

Hi-Fi Mockup

User Interviews

Usability Testing

User Personas

Branding

User Stories

Prototyping

Sketching

Typography

Wireframing

### Front-End

HTML 5

Git/Github

CSS 3

jQuery

Javascript

Responsive

### Softwares

Sketch

Figma

InVision

Omnigraffle

Balsamiq

UsabilityHub

Adobe Photoshop

Google Forms

Adobe Illustrator

UserTesting.com

Microsoft Office

iMovie

Canva

MailChimp

Garageband