

# 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 redevelop 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  
2018

## 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	