

# Anjana Balamourougan

DESIGNER X DEVELOPER

## Contact

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## Education

Georgia Institute of Technology  
*Class of Dec 2018 | 3.5 GPA*  
B.S.B.A (IT Management)  
Minor in Computer Science

## Courses

The Complete Javascript  
Course (*Udemy*)  
Responsive Web Design  
Certificate (*Free Code Camp*)

## Tools

Adobe Illustrator, InDesign, XD  
Javascript (*Vanilla, React.js*)  
HTML (*Swig, Handlebars*)  
CSS (*SCSS*)

## Skills

Requirements Gathering  
User Flows  
Persona Creation  
Wireframing  
Usability Testing  
Rapid Prototyping  
Agile Design Sprints

## Leadership

Kappa Alpha Theta Fraternity (*New Member Director*)  
India Club at GT (*VP Media & Design*)  
GT 1000 (*Team Leader*)  
ATL Tanishq Dance Team (*Captain*)

## Experience

### Web Developer Intern / Cypress.io

*Sept 2018 - Feb 2019*

- Designed and implemented responsive web pages for the Cypress public website and documentation.
- Created graphics and diagrams highlighting product features and benefits.
- Redesigned the notification system in the dashboard product and created user flows, high fidelity mockups, and interactive prototypes.
- Redesigned the start-up's blog and developed a responsive custom theme for the Ghost blogging platform.

### Undergraduate Researcher / Everyday Computing Lab

*Aug 2018 - Dec 2018*

- Conducted research exploring the effects of food journaling and fitness applications on mental health and eating disorders.
- Focused on analysis of affordances in My Fitness Pal to encourage designers to use the research findings to guide future UI implementation decisions

### User Experience Design Intern / The Coca-Cola Company

*Sept 2018 - Feb 2019*

- Served on the enterprise architecture team and contributed to two internally facing projects built using salesforce community cloud.
- Created sketches, wireframes, and prototypes that align with the business's long term digital strategy.
- Engaged in discussions with key stakeholders to determine business and functional requirements

## Projects

### Shugl - Shoe Shopping Search Engine / CS 3750

*May 2017 - Aug 2017*

- Created a search engine UI for shoe shopping that consolidated inventory from various vendors.
- Determined user requirements using in-store observation, hierarchical task analysis, and surveys.
- Created an interactive prototype of an iOS application in Invision and evaluated usability through benchmark studies.

### Buzzcard Installation System / MGT 4052

*Aug 2017 - Dec 2017*

- Redesigned the system in place for requesting installation of buzzcard readers in campus buildings.
- Interviewed key stakeholders and performed task analysis to identify main pain points and bottlenecks in existing process.
- Followed a user-centered design process to create a prototype in ServiceNow.