

Anna E. Cherian

UX / UI Designer



Skills

User experience design, user research, interaction design, art direction, graphic design, photography, animation, front-end development, and illustration.

Education

BACHELORS OF SCIENCE & ARTS IN BIOLOGY / DESIGN

College of Natural Sciences | The University of Texas at Austin

Minors: UX Design, Spanish

Software

Illustrator	<div><div></div></div>
Sketch	<div><div></div></div>
Photoshop	<div><div></div></div>
InDesign	<div><div></div></div>
Figma	<div><div></div></div>
HTML/CSS	<div><div></div></div>
After Effects	<div><div></div></div>
Principle	<div><div></div></div>
Premiere Pro	<div><div></div></div>
Adobe Lightroom	<div><div></div></div>
Animate	<div><div></div></div>

Contact

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Portfolio | annacheri.github.io

LinkedIn | Anna's Profile

Experience

GAPLESS, A NEW HORIZON GMBH

Berlin, Germany
August 2019 - Present

UX Designer

- Performed generative research with users to understand wants and needs to then recommend new potential data sources for business opportunities
- Interpreted qualitative and quantitative user findings through Google Firebase, Hotjar, and UserTesting to translate into user-centric designs
- Improved design to development feedback and communication by initiating biweekly checkins

FREELANCE

Houston, Texas
September 2018 - August 2019

UX/UI & Graphic Design

- Owned a mix of creative content for clients in emails, landing pages, ad banners, and marketing videos requiring branding, typographic, illustration, product print / packaging and animation work
- Produced branded display assets for marketing and corporate initiatives in PowerPoint, Keynote, & Google Slides
- Crafted stellar wireframes and low to high fidelity mockups for proposed new B2B and B2C conversion landing pages in WordPress

PATAGONIA

Greater Los Angeles Area, CA
June 2018 - September 2018

Interaction Design Intern

- Designed customer facing creative (emails, landing pages, display banners, onsite banners, social media videos)
- Collaborated in company site redesign user research via UserTesting & Hotjar and measured ROI on design iterations
- Produced animations with marketing team for social media channels
- Concepted and prototyped effective user experiences to meet shared e-commerce and marketing goals

SENTIER STRATEGIC RESOURCES, LLC

Austin, TX
November 2017 - April 2018

Contract Web Developer & Designer

- Developed company website using HTML, CSS, JS, & Hugo Static Site Generator
- Ability to provide informed design specifications for developers and quickly answer questions regarding implementation
- Animated interactive experiences through prototypes in Principle, InVision, Figma, & After Effects to communicate ideas to clients & internal stakeholders

SCHOOLINKS

Austin, TX
October 2017 - December 2017

Product Design Intern

- Conducted usability testing and user interviews for platform features
- Utilized data analytics tools to measure product pain points for users including FullStory, Hotjar, and UserTesting to interpret summative research
- Provided visual design modifications to existing web pages based off user formative research
- Working knowledge of human centered design principles and practice