Anna E. Cherian

UX Designer + Art Director

Skills

User experience design, user research, interaction design, art direction, graphic design, video editing, 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
- Sketch
- Photoshop
- InDesign
- UX/UI
- HTML/CSS
- After Effects
- Principle
- Premiere Pro
- Adobe Lightroom
- Animate

Contact

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Email | annacherian.ai@gmail.com

Portfolio | annacheri.github.io

LinkedIn | Anna's Profile

Experience

FREELANCE   Houston, Texas
September 2018 - Present

UX/UI & Graphic Design

- Designed creative content for clients in emails, landing pages, ad banners, and marketing videos
- Designed on brand PowerPoint presentations for client briefs
- Illustrated and designed brand product packaging & print
- Created 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)
- Assisted in company site redesign user research
- Produced animations for social media channels
- Concepted and prototyped user experiences to meet shared e-commerce and marketing goals

SENTIER STRATEGIC RESOURCES, LLC   Austin, TX
October 2017 - December 2017

Contract Web Developer & Designer

- Developed company website using HTML, CSS, JS, & Hugo Static Site Generator
- Ability to provide design specifications for developers and quickly answer questions regarding implementation
- Animated prototypes in Principle & 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
- Animated prototypes in Principle & After Effects to communicate ideas to clients & internal stakeholders
- Provided visual design modifications to existing web pages
- Developed proficiency in prototyping tools

FOUND MEDIA GROUP   Austin, TX
May 2017 - September 2017

Digital Marketing & Design Intern

- Produced graphics and images according to brand style and guidelines for social media channels
- Designed customer facing creative and engaging content across all platforms
- Increased engagement on social media by 200% per channel

USER EXPERIENCE DESIGN CIRCUIT   Austin, TX
June 2017 - July 2017

General Assembly

- Focus Area: Wireframes, UI Design, and Research