ANUSHA BHASKARLA

PRODUCT DESIGNER

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(630) 723-7625

anushabhaskarla@gmail.com

SKILLS

Interaction Design, Visual Design, User Research, Usability Testing, HTML/CSS/JS, Digital Art, Basic Java and Python

TOOLS

Photoshop, Illustrator, Adobe Xd, Sketch, Figma, MS Office/GSuite, Procreate

PROJECTS

WORKDAY (2019)
Worked on sales planning, components, and product foucsed projects in the Adaptive Insights planning tool

DAHL ARTS STUDIO (2019)
Collaborated with a local art studio to create a usable website that displays the studio's unique personality

KING COUNTY METRO/UW (2019)
Designed a KCM application to promote public transportation efficacy in the Seattle area

EDUCATION

University of Washington
Seattle, WA | Sep 2018 - Jun 2020
College of Engineering | MS, Human Centered Design and Engineering
Coursework: User Centered Design, User Centered Web Design, Interaction Design and Prototyping, Design and Management of Complex Systems, Experimental Research Methods, Usability Studies

Indiana University
Bloomington, IN | Aug 2014 - May 2018
Kelley School of Business | BS, Information Systems
Coursework: Adv. Application Development (Java), Bus. Data Programming (Python)

EXPERIENCE

Product Design Intern | Workday
Palo Alto, CA | Jun 2019 - Sep 2019

• Led the redesign initiative for the login and welcome pages of the Adaptive Insights product to that prioritizes the business needs/users' top tasks - including conducting stakeholder and user research, sketching, and prototyping the concept

• Contributed to the product's design system by creating visual and interaction specifications for the new date picker and card components which are used by developers to implement new product features

• Ideated and designed a new feature that allows users to categorize data and assign accounts through territory carving - creating a seamless and visually interactive method for sales planning

• Collaborated with PMs and engineers to generate practical design solutions that balanced business innovation and engineering efficiency

Design Contractor | VECSTONE
Bloomington, IN | Nov 2017 - Feb 2018

• Conceptualized and prototyped user centered websites for local small businesses - updating infrastructure to support the business needs of clients and their customers

• Advised clients on their branding and customer engagement strategy - driving customer focused business and design decisions

Risk Advisory Intern | Grant Thornton LLP
Chicago, IL | Jun 2017 - Aug 2017

• Analyzed IT Systems for security compliance while identifying opportunities for process improvements in security protocol and workflow - increasing safety and effiency for the client

• Developed innovative documentation and evaluation methods to meet client requirements on demanding engagements

• Designed all branding and marketing materials for an annual charity event, blending the brand of the company with the theme of the event