

Anviksha Agrawal

User Experience Designer

<https://www.chasingmydream.co/>

anvi@umich.edu

734-881-5417

<https://www.linkedin.com/in/anviksha-agrawal/>

UX WORK EXPERIENCE

University of Michigan College of Literature, Science, and the Arts

Student Consultant | Ann Arbor, MI | September - December 2019

- Improved online presence of Transfer Bridges program with Henry Ford College
- Performed contextual inquiry by conducting interviews to analyze key problems
- Recommended UX/UI changes on website to engage students

IndiaMART InterMESH Limited

UX Intern | Delhi, India | June – July 2017

- Improved Seller UX of mobile application to reduce delays and drop in actions by 7%
- Designed surveys, collected and analyzed behavioral data and mapped user interactions
- Developed a medium-fidelity prototype and demonstrated suggested UI changes

UX PROJECTS

Wolverine Parking

UX Designer | Ann Arbor, MI | September - December 2019

- Enabled students of Ann Arbor to buy/ sell/ book parking spots at desired budget
- Conducted research via interviews and developed story map, user flow and QOC diagrams
- Designed a high-fidelity prototype; incorporating reactions gathered from low fidelity user tests

PALAT, Blog owner (10k + Views on blog 8500 + Followers on Insta)

UX Designer, Content Writer | Bhopal, India | September 2018 - August 2019

- Helped youth to explore Bhopal, plan trips, add/ view recommendations and manage expenses
- Curated original content; promoted it on social media, acquired users and kept them engaged
- Run a blog with hyperlocal monetization model, designed a prototype with AR/ VR technology

Multi Modal Transit Hub (Best thesis awardee)

Pune, India | January - May 2019

- Designed the BRT, MRT, 5-star hotel, mall, office and multilevel car park on a 10 acre plot
- Surveyed the site, Designed spaces to deliver secure & seamless connection to all transport modes
- Working drawings of floor plans, elevations and sections along with a 3D model and renders

ADDITIONAL WORK EXPERIENCE

VERITAS Design Group

Architecture Intern | Kuala Lumpur, Malaysia | January -June 2018

- Conceptualized and sketched the prototype of The Indian High Commission Embassy
- Finalized designs, renders for; the site, residential, cultural and office block and made 3D Models
- Surveyed Damansara Damai and Jinjang stations, redesigned concourse level plan and parking
- Increased parking slots from 135 to 157, added overhead bridged to ease pedestrian movement

Vijay Gupta Architects

Summer Intern | Delhi, India | July –July 2016

- Designed sections of school in Lucknow, India and got them approved by the client
- Prepared working drawings based on user discussions using AutoCAD and Adobe Photoshop

EDUCATION

University of Michigan

Master of Science in Information

Human Computer Interaction

Current GPA 4.0

Graduation in April 2021

School of Planning and Architecture

Bachelor of Architecture

University dissertation topper

C.G.P.A : 7.34/10

Graduated in May 2019

SKILLS

TECHNICAL

AdobeXD

Sketch

Figma

Invision

Marvel

Adobe Photoshop

Adobe Illustrator

Autodesk AutoCAD

Autodesk Revit

SketchUp

V-Ray

Lumion

Python

JAVA

HTML

CSS

DESIGN

Ideation

Sketching

Wireframing

Prototyping

Graphic Design

Journey Mapping

Interaction Design

Project Management

Presentation

RESEARCH

Contextual Inquiry

Usability testing

Storyboarding

Experimental Design

Competitive Analysis

LEADERSHIP

Travel for a Cause

Freelance | Uttarakhand, India |

July 2017 - July 2018

Elected Cultural Secretary

School of Planning and Architecture

May 2015 - May 2017

Project Leader (ANDC)

NASA, National Student Organisation

January 2015 - December 2015