Aren Villano

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WORK EXPERIENCE

Bashpole Software - PromoterMotor   *August 2024 - present*
Account Executive Internship
- Developed automation tools using Google Apps Script to streamline internal processes, including an email reminder system, while optimizing client report creation through Looker Studio for efficient data presentation and templating.
- Strengthened client relationships and drove business growth by identifying opportunities for re-engaging previous clients and high-potential prospects, enhancing the company's outreach strategy and acquisition efforts.

Bashpole Software - PromoterMotor   *May 2024 - August 2024*
Digital Design Internship
- Enhanced user experience and design of company webpages, while revamping graphic design for various interal company materials including our handbook, certificates, marketing slides, and meeting content.
- Contributed to company branding initiatives through creative slogan brainstorming and development, collaborating with cross-functional teams to implement cohesive branding strategies.
- Updated and refined company design standards to ensure consistent visual identity across all platforms, significantly improving overall company image and marketing effectiveness.

Laurie Burns McRobbie Serve IT Clinic at Indiana University   *January 2024 - May 2024*
UX Design Internship
- Participated actively in weekly team meetings to discuss project progress, showcase design concepts, and offer feedback on team members' work.
- Developed foundational skills in accessibility and usability across a diverse set of user devices, prioritizing user-centric design principles.

EDUCATION

Indiana University, Bloomington, IN   *May 2024*
Luddy School of Informatics, Computing, and Engineering
Bachelor of Science in Informatics, Human-Centered Computing MIN, Web Design & Development MIN
GPA: 3.34/4.00

SKILLS
Tools: Figma, Adobe Creative Cloud, WordPress, Git
Front-end Development: HTML, CSS, JavaScript, React JS, TailwindCSS, Bootstrap
UI Design: Wireframing, prototyping,
UX Research: Usability testing, user interviews,