

Aren Villano

Youngstown, OH 44406

arenvillano@gmail.com | (330) 774-3500 | arenvillano.com

SUMMARY

Creative, detail-oriented, and proactive recent graduate of Indiana University earning a Bachelor of Science in Informatics with a focus on Human-Centered Computing and Web Design & Development. Experienced in account management, digital design, and user research, developing automation tools and enhancing user experiences through various internships. Proven ability to develop innovative solutions, modernize business processes, and enhance user experiences across diverse platforms.

SKILLS

User Research, User-Centric Design, Usability Testing, Wireframing, Prototyping, Branding, Typography, Color Theory, SEO, Accessibility, Account Management, Client Prospecting, Figma, Adobe Creative Cloud, HTML, CSS, JavaScript, ReactJS, TailwindCSS, Bootstrap, Wordpress, Git, Trello, Agile Development

WORK EXPERIENCE

Bashpole Software Inc. - PromoterMotor

Aug 2024 - Nov 2024

Business Internship Experience 2.B: Business Automation and Development

Remote

- Developed automation tools using Google Apps Script to reduce manual work by approximately 30%, including an email reminder system and optimized client report generation through Looker Studio, which enhanced data presentation and templating and increased report production speed by 40%.
- 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.
- Led the revision and development of the company's Rule of Thumb book, leading a team of 5 interns. Orchestrated all aspects of the project, including task delegation, progress monitoring, and design decisions, resulting in timely completion and a polished final product ready for publication.

Bashpole Software Inc. - PromoterMotor

May 2024 - Aug 2024

Digital Design Internship Experience 2.A: Webpage Design for User Interface and User Experience (UI/UX)

Remote

- Enhanced user experience and design of company webpages, while revamping graphic design for various internal company materials including our handbook, certificates, marketing slides, and meeting content.
- Contributed to a comprehensive rebranding initiative, collaborating with cross-functional teams to develop cohesive marketing materials and designs that increased brand recognition.
- 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

Jan 2024 - May 2024

UX Design Internship

Bloomington, IN

- Participated actively in weekly team meetings to discuss project progress, showcased design concepts, and offered feedback on team members' work.
- Developed foundational skills in accessibility and usability across a diverse set of user devices, prioritizing user-centric design principles.

PROJECTS

EcoRoutes | Full-Stack Development Project

Aug 2023 - Apr 2024

INFO-I495 Informatics Capstone

Bloomington, IN

- Led a successful capstone project using the Scrum framework, organizing sprints and facilitating sprint planning, reviews, and retrospectives, which enhanced team collaboration and resulted in timely project completion with clear, measurable milestones.
- Conducted comprehensive UX research through user surveys, interviews, focus groups, observational studies, five-second tests, and epic creation, gathering insights that directly informed user-centered design decisions.
- Led the end-to-end UI/UX design process, including site mapping, wireframing, prototyping, and creating high-fidelity mockups, and developed a fully responsive interface using HTML, CSS, and JavaScript, resulting in improved accessibility and user engagement across diverse devices.

EDUCATION

Indiana University, Bloomington, IN

Aug 2020 - May 2024

Bachelor of Science in Informatics, Human-Centered Computing MIN, Web Design & Development MIN

GPA: 3.38/4.00