



Vivek Tanna
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EDUCATION

Oregon State University, Corvallis, Oregon
Bachelor of Fine Arts, Graphic Design,
Minor in Business and Entrepreneurship
College of Business

GRAPHIC DESIGN EXPERIENCE

ITX Corp, UX Designer

November 2018 – Present

As a UX Designer at ITX, I utilize user research, usability testing and engagement analytics to build medium to long-term visioning directions for Paychex in the RBUP and Live Reporting spaces.

- › Worked with the client User Research team to shape future projects and deliverables across devices.
- › Collaborate with the development teams to ensure designs used Kendo components and were scalable within the sprint process.

eROI, Data and Insights Designer

December 2017 – November 2018

As a Data and Insights Designer at eROI, I combined exploratory data analysis and data informed design to tell stories that meet the user where they are.

- › Use wireframing, prototyping, A/B testing, concepting, as well as analysis of external data in order to shape intuitive experiences
- › Projects I worked on saw improvement of 89% on Bounce Rate, 92% on Pages/Session and 72% on Open Rate (email).
- › Worked in conjunction with our strategy and content teams to lead recommendations that met product goals

eROI, Junior Designer

June 2016 – December 2017

While working as a Junior Designer at eROI, I worked for clients including Nike, Intel, and Taco Bell on projects ranging from emails, websites, data visualization and social media ads.

Oregon State Austin Entrepreneurship Program, Lead Designer

Dec. 2014 – June 2016

Collaborated with Oregon 4H to help create a board game teaching financial literacy to middle and high school students.

Pacific Northwest National Laboratory, Team Member

June 2015 – May 2016

Designed for a broad variety of projects, including videos, infographics, posters, flyers, brochures and mailers. Worked individually, and a part of team to collaborate with scientists and other technical staff.

Oregon State Athletic Department, Intern

Sept. 2014 – March 2016

Worked as a Graphic Designer for the Athletic Department, where I designed promotional materials for a variety of events, including athletic facilities and event design, and had to work within branding guidelines.

OTHER RELEVANT EXPERIENCE

Oregon State Housing & Dining Services, Resident Assistant

Sept. 2013 – June 2016

Worked as an RA for Oregon State University, where I ensured the health and success of 40 residents, as well as worked on planning programs and designing for them.

SKILLS

- › Proficient in Adobe Creative Cloud Programs (Photoshop, Illustrator, InDesign) Sketch, Excel
- › Proficient in Typography, Layout, Web Design, Graphic Design, UX Design, Data Analysis, Data Visualization, Design Strategy, Color Theory, Photography
- › Experience in Cinema 4D, Blender, Figma, Principle, After Effects, XD, Premiere Pro
- › Experience with HTML5, CSS, JavaScript, D3JS

CLIENT LIST

Adelsheim Winery
Adobe
Aramark
Bay Equity
Cambridge University Press
Intel
iQ Credit Union
Jack Link's
Kaiser Permanente: Care Essentials
LA Times
Oregon College Savings Plan
Paychex
Nike
Taco Bell