



Arlene Anvitha

Human-Centered Experience Designer

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Passionate about making things usable as well as good-looking. Strives to understand the human needs and align technology to them. Works to create lasting experiences.

Believes in creating a better human experience, one interaction at a time.

TOOLS

HTML/CSS
Axure
Adobe Illustrator
Adobe Photoshop
Proto.io
Invision
WordPress
Sawtooth Discover

SKILLS

Visual Design
Wireframing & Prototyping
Sketching & Storyboarding
User Research
Programming
Usability Evaluation
Contextual Inquiry
Interaction Design
Conjoint Analysis
Kansei

LANGUAGES

HTML/CSS Java Javascript C++

COURSES

Usability Evaluation & Needs Assessment
Contextual Inquiry & Consulting
Advanced Graphic Design
Marketing Research Design & Analysis
Introduction to Human Behavior
Information Architecture
Mastery Interaction Design: Civic Technology
Analytical Product Design

PROJECTS

EasyBus- Interaction Design
Pilotly- Usability Evaluation
People Dancing- Contextual Inquiry
Employee Appraisal System- J2EE Application
Policymaker- UX Design
Academic Reporting Tools- Visual Design
International House, Ann Arbor- Logo Design

VOLUNTEERING/LEADERSHIP

Volunteer Web Designer- Washtenaw County Foster Care Coalition
Volunteer UX Designer- Detroit Green Map
Event Planning Committee- World Information Architecture Day 2016 Ann Arbor

EDUCATION

- 2017 **Masters in Information (Human Computer Interaction)**
School Of Information, University Of Michigan, Ann Arbor
- 2015 **Bachelor of Technology (Computer Science and Engineering)**
Karunya University, Coimbatore

EXPERIENCE

- Jan-Mar 2017 **Web Designer**
Learning Technologies and Consultancy, University Of Michigan, Ann Arbor

Gathered requirements and needs for a funding website for the School of Literature, Science and Arts (LSA). Designed and Built a website on WordPress which is used by over 60 departments in the school for Learning Technology Funding.
- Sep 2016- Apr 2017 **Heuristic Evaluator**
Communications and Marketing University Of Michigan, Ann Arbor

Worked on evaluating the usability and accessibility of websites across the School of Engineering. Learnt critical evaluation, benchmarking and heuristic methods.
- May-Aug 2016 **User Experience Design Intern**
Digital Innovation Greenhouse, University Of Michigan, Ann Arbor

Worked on Educational Technologies like Policymaker, Student Explorer, Academic Reporting Tools. Worked on wireframes, prototypes and visual design for each of the tools. Extensive brainstorming and whiteboarding sessions and worked with faculty members to build the tools. Main takeaway was to always keep the end-user in mind.
- Dec 2015- Dec 2016 **Graduate Student Staff Assistant**
Learning Technologies and Consultancy, University Of Michigan, Ann Arbor

Student Consultant for Canvas and iClicker software and worked with faculty set up Canvas courses and iClickers. Also trained incoming students in Canvas and iClicker. Maintained the unit's WordPress site. Wrote blog posts, created and edited handouts. This job sparked my interest in Learning and Educational technologies.