Aarushi Venkatakrishnan

User Experience & Product Designer

Education

Duke University, Durham, NC   AUG 2019 - MAY 2023

Pursuing B.S. in Computer Science, Minors in Biology/Visual Media Studies
- Relevant courses: Anthropology of Design and UX, Data Structures and Algorithms, Intro IOS Mobile App Programming, Game Development
- GPA: 3.95

Experience

Appian   JUN 2022 - AUG 2022

UXD Intern on Robotic Process Automation (RPA) team
- Conducted 4 user interviews, 4 rounds of design iteration, and 5 usability tests to incorporate image recognition within the existing RPA tool, adding support for 15% of use cases. Presented design specs with a functional prototype to developers.
- Designed and implemented a customizable account creation template that enables a fast and intuitive authentication process. Selected the final design via A/B testing with other UX designers.
- Collaborated with PM and Content Developer to improve RPA security in Windows applications through a UI enhancement.
- Created an empty state illustration for an upcoming RPA feature.

Warner Bros Discovery   JAN 2022 - APR 2022

UXD Intern on the Monetization, Marketing & Access team
- Assembled over 30 UX activity templates in FigJam to contribute to artifact consolidation and efficient workshop facilitation across the global UXD team.
- Synthesized App Store reviews and competitor features for ongoing initiatives in order to understand the business problem and existing solutions.

Duke Creative User Experience Team   JUN 2021 - JAN 2022

UX Intern
- Worked alongside UX professionals to assess Duke stakeholders' needs, gather requirements, and conduct stakeholder interviews.
- Utilized Google Data Studio to represent the results of 3 rounds of qualitative data from user testing to aid in feature prioritization.

FTN Network   MAY 2021 - JAN 2022

UX Freelancer
- Drove design of 3 tools (Pace, Splits, WR vs. CB) to simplify user experience. All tools are live on FTNFantasy, FTNbets, and FTNdaily.com.
- Conducted competitor research, optimizing user flows and visual design. Led usability studies to improve user flow and evaluate design decisions.
- Devised style guide and reusable 26+ component library alongside developer for consistency across site and easy production.

Contact

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Tools

Adobe AfterEffects
Adobe Illustrator
Adobe XD
Google Data Studio
Figma
Miro
Mural
Mailchimp
Notion
Sketch
WordPress

Languages

HTML/CSS
Java
Python
R
SwiftUI
Unity

Skills

Competitor Research
Data Analysis
High-Fidelity Prototypes
Mockups
User Flow Mapping
User Testing
Wireframing

Certifications

Google UX Design
Certification