

ARUNA ANDREW

Austin, TX

Phone: 512-969-8354 | Email: aruna.andrew@gmail.com

LinkedIn: www.linkedin.com/in/aruna-a | Portfolio:

SUMMARY

UX designer with a background in graphic design, trained at the University of Texas at Austin UX/UI program and as a graphic designer, led a team to successfully meet the branding and technical requirements for various projects, including websites/landing pages, logos, email campaigns, and social media content creation. Strengths lie in defining and executing design strategies built on a deep understanding of user and business needs and specializing in user research, usability testing, information architecture, and interaction design to create interfaces that bring users joy and increase brand loyalty.

SKILLS

Technical Skills: Phone Skills, Trello, Payment Processing

Hard Skills: MS Office, Spreadsheet, UX Design

Soft Skills: Time Management, Communication, Problem-Solving, Team Work, Leadership, Customer Service

Research Skills: Competitive Analysis, UX Research, Interviewing, Note Taking, User Interviews, Sketching, Wireframing, Prototyping, Iterating

Education Skills: Classroom Management, Record Keeping, Lesson Planning, Presentation Skills, Scheduling

PROJECTS

1. Mobile Travel App |

https://www.figma.com/proto/QxCioffEnkun9lDaahNDUn/Wireframes_Prototype?type=design&node-id=10-896&t=RtlJ3siifulyNQH-1&scaling=scale-down&page-id=0%3A1&starting-point-node-id=10%3A896&show-proto-sidebar=1&mode=design

- Summary: Created a user-friendly travel app with multiple features that can prevent users from losing out on opportunities.
- My Core responsibilities were to survey the users' needs, interview them, develop solutions to the problems, sketch the design, wireframe, prototyping, and iterate.
- Tools used: Miro, Figma, Canva, Google Drive

2. Mobile App |

<https://www.figma.com/proto/qsYqw6fv6Tswa7C5nZbmUn/RuM8CS2?page-id=53%3A579&type=design&node-id=182-8761&viewport=458%2C572%2C0.07&t=XHmCe4ve9sMeewgA-1&scaling=scale-down&starting-point-node-id=182%3A8761&show-proto-sidebar=1&mode=design>

- Summary: Designing an app that offers a range of features in a single, user-friendly platform so that users will stay on track with their previous search methods, resulting in lost opportunities.
- My Core responsibilities included researching, prototyping, testing, and validating

an idea for a brand-new mobile application.

- Tools used: Miro, Figma, Canva, Google Drive, Trello

3. **RWD Redesign Federal Website Case Study** |

https://www.figma.com/proto/DjCIBOa8vohUCwtTZxv4uj/Responsivewebdesigngovtagencymobile_HW11?page-id=0%3A1&type=design&node-id=2-2&viewport=189%2C148%2C0.1&t=CuxN9vgYc73Ydhbh-1&scaling=scale-down&starting-point-node-id=2%3A2&show-prot-o-sidebar=1&mode=design

- Summary: I renovated and updated the Federal website, focusing on the Federal Communications Commission. The 5-week design process included research, ideation, prototyping, and testing to create a user-friendly website for seamless navigation.
- My Core responsibilities included researching, prototyping, testing, and validating an idea for a brand-new mobile application.
- Tools used: Miro, Figma, Canva, Google Drive

4. **RWD Nonprofit Organization** |

<https://www.figma.com/proto/k3by1icsSOR7wc2wYJkfgc/LCHredesigncs4?page-id=52%3A227&type=design&node-id=539-4596&viewport=306%2C480%2C0.07&t=khyraQNcdbPH E3gk-1&scaling=scale-down&starting-point-node-id=15%3A170&mode=design>

- We selected a non-profit organization for website redesign, interviewed shareholders and users, and used the "How might we" approach to solve existing problems. We sketched the design, tested clickable wireframes, and prototyped the solution on Figma. The outcome was a functional design that met the non-profit's needs.
- My Core responsibilities included researching, prototyping, testing, and validating an idea for a brand-new mobile application.
- Tools used: Miro, Figma, Canva, Google Drive

EXPERIENCE

Best in Class Education center, Austin, Texas — Franchise Owner and center manager.
SEP 2014 - JUN 2023

- Managed work and performance of more than ten employees.
- Maintained compliance with company and industry standards.
- Utilized human resources and financial management strategies.
- Introduced new methods, practices, and systems to reduce turnaround time.
- Analyzed work environment to develop systems based on customer traffic and employee strengths.
- Cultivated and strengthened lasting client relationships using strong issue resolution and dynamic communication skills.

EDUCATION

UI/UX Boot Camp Certificate, The University of Texas at Austin (August 2023-February 2024)

George Fox University, Master of Arts in Teaching: Early Childhood Elementary

Portland State University, Bachelor of Science, Health Education-Health Science