



anamichandesign.com

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(917) - 846 - 0712

Brooklyn-based, fashion designer turned HCD pragmatist defining solutions with human needs in mind.

Experience

Freelance UX Designer

Dusted Gold

March 2020 - Current

- Helping client build her e-commerce shop on Shopify.
- Designing website to help with user flow when shopping for products and with navigation when reading and watching blog posts and videos.
- Conducting user research to find target audience through a user survey, affinity mapping, user personas, user journeys, and a sitemap to layout content to build a larger customer base.

UX/UI Designer

Sundayz

April 2019 - November 2019

- End-to-end case study for a beach planning app. Conducted user research with survey and user interviews to define the scope of app.
- Synthesized data to build a communication tool for users through affinity mapping, user personas, user flows, and a sitemap.
- Designed menus, icons, and widgets and created low-fidelity wireframes into high-fidelity prototypes to test the usability of the interface resulting in peak interest from users.

Assistant Designer

Nautica

February 2016 - March 2020

- Improved sales of bottoms category by initiating new marketing ideas and style technologies for upcoming seasons.
- Efficiently sketched designs, engineered woven patterns and prints to show to sales team, many of which are bought and then produced.
- Ensured product style quality through clear communication among the production and tech teams before bulk order production.

Education

UX Design Certificate with UI Specialization

Career Foundry | April 2019 - March 2020

Bachelor of Arts in Apparel & Textile Design and Communications

Michigan State University | 2011 - 2015

Skills

Adobe Illustrator

Adobe Photoshop

Adobe XD

Balsamiq

CSS

Figma

HTML

Invision

MS Office

Principle

Sketch

Zeplin

User Research

User Interface

User Testing

Interaction Design