




[anamichandesign.com](http://anamichandesign.com)

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(917) - 846 - 0712

I'm a fashion designer turned e-com pragmatist defining solutions within the e-space  with human needs in mind.

## Experience

### UX/UI Design Intern

*Saathi Pads*

September 2020 - Current

- Coming up with e-commerce strategies to establish customer retention and minimize cart abandonment.
- Ideating solutions for better marketing and social media engagement.
- Analyzing Shopify data to improve web function and grow sales using human-centered design methods.

### 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.

### 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 & HTML  
Figma  
InVision  
Sketch

Branding Strategy  
E-commerce  
Graphic Design  
Logo Design

Interaction Design  
UI Design  
User Research  
User Testing