

# Anami Chan Design

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(917) - 846 - 0712

User experience designer and SEO strategist focused on boosting visibility for brands in the e-space.

## Experience

### UX/UI Design Intern

#### *Saathi Pads*

October 2020 - Current

- Innovating e-commerce practices to establish customer retention and minimize cart abandonment.
- Re-designing website with human-centered design strategies for better customer engagement.
- Analyzing data to improve SEO web function for higher rankings, traffic and sales.

### Freelance UX Designer

#### *Dusted Gold*

March 2020 - Current

- Helping client build her e-commerce shop on Shopify for both mobile and desktop applications.
- 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
- 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 & SEO

Graphic Design

Logo Design

Data Analytics

UX & UI Design

User Research

User Testing