ANEESHA CHINNI

anchinni@iu.edu | (945)-239-5699 | linkedin.com/in/aneesha-chinni | www.aneeshachinni.com

PROFESSIONAL SUMMARY

*A Multidisciplinary Designer with **6+ years of experience** with a background in marketing specializing in creating digital products & visual experiences with a human centered approach.*

EXPERIENCE

Cloud Centric Inc, *UX Design Intern*   *May 2024 – Aug 2024*

- **Enhanced recruiter efficiency by 30%** by refining the AI tool's user interface through comprehensive site audits and usability testing
- Identified critical system gaps through primary research, including **interviews with managers and recruiters**, ensuring usability and efficiency in the final product
- **Improved candidate-recruiter alignment by 20%** through a **keyword matching system** in the AI tool, ensuring candidates with relevant skills and experience are prioritized in the recruitment process

Salesforce, *UX Design Extern*   *Jan 2024 – April 2024*

- **Spearheaded a team of 8 designers** to develop solutions that applied design thinking principles, enhancing inclusive community engagement and **improving user experience by 15%** within the Salesforce Trailblazer community
- Collaborated closely with product managers, marketing teams, and user researchers, resulting in a **40% increase in user interactions** between new and power users
- Refined the dashboard and engagement strategy, leading to a **20% increase in key engagement metrics**, by leveraging qualitative and quantitative research insights

Teal Wellness, *Senior UX Designer*   *Feb 2018 – June 2023*

- **Led the entire product design lifecycle from concept to execution**, leveraging design systems to ensure consistency and scalability, resulting in **300K app installs** within 3 months & securing an average rank of **#2 on the Play Store Trending List**
- Accomplished an **increase in session duration by 25%** by optimizing app navigation using a systems- thinking approach, improving interaction flow and overall user experience
- **Boosted premium subscription** conversions by 15% through site audits to identify usability issues & implement targeted design enhancements.
- **Mentored a team of 6 interns**, optimizing user journeys to align with business goals and enhance workflow efficiency

OhLook, *Digital Marketing Manager*   *Mar 2016 – Feb 2018*

- **Optimized conversion rates by 30%** by leading B2B & B2C campaigns with a user-centered approach, strengthening brand engagement and customer retention

Design Consultant *(Freelancer - Graphic Design & Marketing)*   *June 2016 – Jan 2018*

- **Designed and delivered user-friendly web interfaces**, branding solutions, and digital marketing strategies for startups and agencies, enhancing brand identity and customer engagement

EDUCATION

Indiana University, Bloomington, *M.S. in Human Computer Interaction, Design*   Aug *2023 – Aug 2025*
Gujarat University, Ahmedabad, India, B.S in Computer Science   July *2013 – Jun 2015*

SKILLS

Design and Research: UI/UX Design, Accessibility & Inclusive Design, User Experience Design for AR/VR, Design Thinking, Systems Thinking, Design Systems, Experience Design, Prototyping, Storytelling, Product Design, Content Design, Cross-functional Collaboration, Interaction Design, Visual Design, Competitive Analysis, Wireframing, 3D Modelling, Information Architecture, User Research, Focus groups, Usability Testing, Heuristic Evaluation, A/B Testing, Co-Design, Agile methodologies
Design & Programming Tools: Figma, Framer, Unity, InVision, AdobeXD, Balsamiq, Blender, Zeplin, Adobe Photoshop, Illustrator, After Effects, Premier Pro, Sketch, UXPin, HTML, C#, Axure, Data Visualization (Tableau), Google Analytics 4, Git, JavaScript, Jira