

Anjaneya Naik

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EDUCATION

- **Northeastern University** Boston, MA
Master of Science in Information systems(Major in User Experience Design); Sept. 2017 – April 2019
- **Atharva college of Engineering** Mumbai, India
Bachelor of Engineering in Computer Science; Aug. 2013 – June. 2017

SKILLS

- **Design and Wireframing Tools:** HTML5, CSS, Sketch, Invision App, Adobe XD, Adobe Creative suite, Axure, Balsamiq, Figma, Keynote
- **UX skills:** Card Sorting, User Personas, Task flows, Heuristic evaluation, Usability Testing
- **Research:** Users Interviews, Funnel Analysis, Surveys, User Journeys, Competitive Analysis, Task Analysis

EXPERIENCE

- **TracFlo** NewYork City, NY
Product Developer Oct 2019 - Present
 - **MIT Delta-V backed Startup:** Recruited as Employee No:1 as a Product developer and also served as the sole Product Manager for pre-seed construction tech startup.
 - **Product Launch:** Led 2 cross-functional teams from product conception through launch and multiple iterations.Launched MVP in less than 45 days meeting the goals of \$1k MRR..
 - **Primary Market Research:** Deployed enhanced features and optimized implementation for use in marketing strategies.Increased customer usage by 15% by providing offline mode.
 - **User feedbacks:** Increased customer base by 30% by expanding the construction app to non-English speakers by responding to UX measures and user interviews
- **Ealai Inc** Mclean, VA
UX designer Consultant Aug 2019 - Oct 2019
 - **Ed-tech Startup :** Elalai connects students with mentors and talent opportunities.
 - **Wire-frames:** Created interactive designs for complex web applications by way of page/user flow diagrams, site maps, and interactive wire frames in Sketch.
 - **User Interviews:** Carried out user research through targeted interviews and extensive usability testing before and after redesign of the website
 - **Design Mockups:** Took concepts and produced design mock ups and prototypes to strengthen designs, enhance user experiences and improve site interactions.
- **Northeastern University** Boston, MA
Teaching Assistant-User Experience Design and Interface Sept 2018 - April 2019
 - **Teaching Assistant:** for User Experience Design and Interface class of 150+ students over 28 weeks.
 - **Tutored:** UI design students to develop their understanding of the fundamentals of the user interface design.
- **Colaberry** Dallas, TX
UI/UX design Intern May 2018 - Sept 2018
 - **Ed-tech Startup:** An educational startup that runs a boot camp, teaching data skills to 5000+ students to date.
 - **User Interviews:** Conducted 20+ user interviews to test lo-fi/high-fi prototypes and uncover customer insights. Presented findings to the Founder and Product Manager to inform feature roadmap.
 - **Customer journey mapping and user flows:** Created an end to end collaboration experience for administrator and users through customer journey mapping and user flows using Invision and Sketch.
 - **Invision and Sketch:** Used InVision and Sketch for prototyping and collaborated with developers to produce the landing page and student dashboard, used by 3000+ users.
- **TiffinBoxForsure** Mumbai, India
Co-founder and Lead UX Designer Sept 2015 - June 2017
 - **Designed:** a platform that provided homemade food services to customers via marketplace of homechefs.
 - **Usability tests:** Conducted usability tests with 100+ users, prototyped and wireframes with Sketch and Invision.
 - **Storyboards and Mock ups:** Created storyboards and mockups of user flow journey for customers to better determine their needs and optimize experience.
 - **Led Cross-functional teams:** mentoring team of 10+ peers for each component including conducting user interviews, creating interactive prototypes, mock ups and iterating user experience.
 - **Uber Pitch Award :** Selected among the top 100 start-ups in a start up competition by Uber, India 2016.