

# ANUSHA RAO

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Email ID : anusharao98@gmail.com

Phone number: +91 9739003224

Design project :  
<https://invis.io/CKMWJS0MHWA>

LinkedIn profile :  
[www.linkedin.com/in/anusha-rao98](http://www.linkedin.com/in/anusha-rao98)

Location : Bengaluru, Karnataka

## • PROFESSIONAL SUMMARY

A person with keen interest in visual aesthetics and 2.6 years of experience in front-end design and development in the e-commerce domain, looks forward to working in a field having a creative edge to it.

## • TECHNICAL SKILLS

Languages and Technologies	:	HTML, HTML5, CSS, CSS3, Material design, Bootstrap, Bootstrap4, Responsive Web design, Javascript, BEM methodology, Atomic design
Frameworks/Libraries	:	JQuery, NodeJS, Kohl's javascript(KJS)

## • TOOLS WORKED ON

Design tools	:	Adobe XD, Illustrator, Axure, Balsamiq  Invision – Creating interactions in high fidelity screens.  Photoshop, Zeplin, Draw.io, GIT
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Editors	:	Visual studio code, Sublime text, Brackets, Eclipse, Android Studio
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## • WORK EXPERIENCE

**Company: Zensar Technologies** - April 2016 to Present

**Projects worked on:**

1) For Client: Experian Da Accessible UI (Foolproof's client (<http://www.foolproof.co.uk/>))

**Location:** Bengaluru

**Duration:** Oct-2018 to Present

**Role:** UI developer and Evaluating for Accessibility

**Foolproof** is an experience design agency based in England is a part of global technology company Zensar. **Experian** being one of the top clients of Foolproof is a global leader in consumer and business credit reporting and marketing services.

**Responsibilities:**

- Understanding the role of accessibility in websites in general.
  - Understanding the client requirements and expectations on accessibility in a given crunched time.
  - Developing by concentrating on the legibility in font size, shapes, hues and colour contrast on the front-facing elements and the correct ARIA compliance code in the back-end - this is so assistive technology, like screen readers, can offer a practical and functional experience.
  - Performing Accessibility testing on the developed site using JAWS computer screen reader and Dragon Speech recognition software.
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## 2) For Client: Kohl's (US)

**Location:** Bengaluru

**Duration:** Feb-2017 to Sep-2018

**Technologies:** HTML, CSS, Javascript, JQuery, JS-Render, KJS(Kohl's Javascript), NodeJS

**Role:** UI designer and developer

**Project Overview:**

Kohl's is an American department store retailing chain. This project involved migration from existing ATG technology to microservices based technology.

**Responsibilities:**

- Playing a key role in analysing of requirements, converting design mock-ups into real world UI screens with functionality.
  - Creating quality UI according to specifications mentioned in Zeplin.
  - Modification and maintenance of data analytics at page level.
  - Unit testing and system integration testing of the developed code. Providing fixes to the issues identified in testing phase.
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## 3) For Client: Liverpool MX

**Location:** Bengaluru

**Duration:** Sep 2016 – Jan 2017

**Technologies:** HTML, CSS, Bootstrap, Javascript, JQuery, ATG, JSP templating

**Role:** UI designer and developer

**Responsibilities:**

- Analysis of gathered requirements, understanding UI layouts and formations.
- Creating UI design mock-ups based on specified design requirements.
- Unit testing and validation of functionalities and bugs.

- **INDEPENDENT DESIGN PROJECTS**

As I'm a self-learner and keenly interested towards user experience design, I've been working on Research and Development Projects:

**Interests:** Interaction Design and Research - User research, requirement gathering, analysis, storyboarding, building personas, creating prototypes, wireframing, creating fidelity screens, heuristic analysis, gorilla usability testing.

**1) Home food delivery system based on subscriptions:** July 2018 – Present

**Task:** Creating a web based application for food delivery system based on subscription.

Currently working on the B2C level of the application.

Working on forming the case study: Wireframes - <https://invis.io/Z407ES1VBNW>

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**2) Leave manager mobile application:** May 2018-June 2018

**An internal Zensar project:**

**Task:** To create a mobile application for leave management system.

Worked as a UI/UX designer: from user research, intercept interviews, storyboarding, different ways of prototyping, wireframing, creating low and high fidelity screens.

Screens available: <https://invis.io/CKMWJS0MHWA>

And many more...

- **COURSES AND CERTIFICATES**

On-going 7 courses Specialization on Interaction Design from The University of California San Diego (Completed 4 of them with highest grades). Please refer to my LinkedIn profile for certification details.

On completion of this course, I would be working on a capstone project in association with Instagram.

- **EDUCATION**

## **Bachelor of Engineering | 2011-2015**

BE in Information Science with aggregate of 76% completed in St Joseph Engineering College (under VTU Belgaum), Mangalore, Karnataka

## **12<sup>th</sup> State Board | 2009-2011**

Completed with 89% from Vivekananda Pre-University College, Puttur, Karnataka

- **HOBBIES**

Professional skills in pencil sketching, abstract drawing, doodling, oil painting, singing and solo travelling.