

Anu Jayasinghe

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Experience

UX Designer / IBM

New York, NY / 2015 - Present

Led design for a new iOS and Android app that allows users to monitor and manage their IBM mainframes. Worked with a multi-national team to understand user needs, create wireframes, build prototypes, and deliver products for IBM Z.

Used design thinking practices with teams across IBM to help them define project goals while focusing on creating measurable user value.

Freelance Designer / Barry Reese

Pittsburgh, PA / 2014 - 2015

Wireframed and prototyped an iOS app for the medical industry. Strategized how to expand to other industries using the same technology and developed prototypes around the ideas.

Design Intern / SC Johnson

Racine, WI / 2014

Developed business, marketing, brand, and product offering strategies, and visualized concepts through sketching and 3D printing for Offl and Raid brands. Presented projects to the CTO and Executive Directors.

Designer / Human-Computer Interaction Institute at CMU

Pittsburgh, PA / 2013 - 2014

Worked with a team to research, design and prototype an iPad app to make collecting and analyzing behavioural data easier and more meaningful for teachers at special education schools.

Leadership

Design Thinking Facilitator

Taught Design Thinking principals and methodologies for General Assembly, NYC Dept of Education, Designation Conference, and IBM executive trainings.

Founding Father / Delta Upsilon Carnegie Colony

Helped establish the Delta Upsilon Fraternity at CMU.

Education

Carnegie Mellon University

Pittsburgh, PA / May 2015

BFA in Industrial Design

Skills

User experience

User research

Design thinking

Prototyping

Strategy

Sketch

Framer.js

InVision

Adobe CC