

Anuja Upadhye

anujaupadhye.com | anuja.upadhye@outlook.com | 818-359-1965

Education

Master of Human Computer Interaction Design | 2017 - 2018

University of California, Irvine

Certificate in Interaction Design | 2016 - 2017

University of California, San Diego on Coursera

Certificate in Graphic Design and Multimedia | 2016 - 2017

Santa Barbara City College, Santa Barbara

Bachelor of Arts in Psychology

University of Pune, India

Work Experience

Designer | August 2017 - Present

TrackR, Santa Barbara

- Conduct user research and create designs for TrackR website and mobile app
- Support the team as needed with wireframes, flow diagrams, rapid prototypes and visual design to help communicate and validate design ideas
- Collaborate with product managers and engineers to validate prototypes before delivering designs for development
- Participate in ongoing, close collaboration with team members during the sprint including impromptu discussions and brainstorming activities

Freelance Designer | March 2017 - July 2017

The Sandbox, Santa Barbara

- Create and execute designs for company marketing materials for both print and digital needs (website, event and sales collateral, merchandising, flyers, customer handouts, banners and other materials as needed)
- Design Responsive HTML emails

Graphic Design Intern | April 2016 - October 2016

UN Women, USNC, Los Angeles

- Create and execute designs for marketing materials for UNSC's event - He for She, for both print and digital needs (website, event and sales collateral, merchandising, flyers, customer handouts, banners and other materials as needed).

UX Designer Contract | November 2015 - February 2017

Diametric Data Systems, Santa Barbara

- Designed user flow diagrams and wireframes to help stakeholders visualize and understand the product work flow
- Designed branding style guide and logo

Community Involvement

Co-organizer | 2016 - Present

Santa Barbara UX Meet Up

Organize events such as UX in the 805 and UX Book Club to engage the local UX community with local companies, design teams and their best practices.

Awards

2nd Place, AT&T Hackathon, Los Angeles | 2016 (Project - Lampilert)

Lampilert is a Raspberry Pi LED lamp paired with its Android app. I designed the interface for the mobile app along with the team.

President's Honor Roll Award, Santa Barbara City College | 2015 & 2016 | GPA 3.88

Tool Belt

Pen & Paper

Sketch

Axure

Balsamiq

InVision

Marvel

PhotoShop

Illustrator

InDesign

Prototyping

Wireframing

Observation

User Interviews

Contextual Inquiry

Usability Testing

Heuristics Evaluation

HTML

CSS