



## EDUCATION

Masters of Fine Arts, School of the Museum of Fine Arts / TUFTS, Boston, MA 2011.

Bachelors of Fine Arts, University of Toledo, Toledo, OH 2006.

## EMPLOYMENT

### 2014 - Current: VP of Design & UX, Wanderu, Boston, MA.

Wanderu is a Boston based startup, providing the simplest way to book bus and train travel. I joined the team to create a cohesive visual brand identity, and help drive the creation of Wanderu's digital products including the iOS & Android apps, responsive e-commerce website, landing pages and blog. As part of the executive team I work closely with the CEO & COO (co-founders) to help drive business growth. My responsibilities include:

- Visual Brand Identity Design
- UX & UI Design (Including user research, user testing, wireframing, prototyping.)
- Product strategy
- Preparing specs and working closely with tech team to ensure product quality
- Concepting and executing integrated campaigns for all Wanderu marketing
- Hiring, managing and mentoring design talent
- Representing the user voice in executive planning meetings, and helping align business goals with user needs.

### 2011 - 2014: Interactive Art Director, Go Ahead Tours / EF, Cambridge, MA.

I joined Go Ahead tours as an Interaction Designer, and was promoted to Interactive Art Director soon after. I helped transform their catalog-based business model into a full service e-commerce platform. Working closely with product stakeholders and the tech team, our primary goal was to create an intuitive, responsive website that would showcase 100+ tour itineraries, and allow customers to easily find and book a complete tour online. The password protected "My Account" helped customers make monthly payments, manage trip details, and create a wish-list of future trips. As a result, online conversions became the main business driver, and the catalog simply became a supplementary marketing piece. My responsibilities included:

- UX & UI, Art Direction, user testing and user research
- Working closely with stakeholders and executives to align business and user needs
- Working closely with web analyst and VP of technology to define areas of opportunity
- Working daily with the web development team using Agile Scrum methodologies
- Working daily with a multidisciplinary creative team consisting of copywriters, junior and senior designers, marketing managers and analysts.

2008 - 2011: Designer / Front End Developer, Fort Point Design, Boston, MA.

2006 - 2008: Designer / Front End Developer, Center for Creative Education, Toledo, OH.

2005 - 2006: Designer / Front End Developer, Westgate Dental Arts, Toledo, OH.

## ANI AVANIAN

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## SKILLS

Product Design / UX & UI

Brand Identity Design

Creative / Art Direction

Responsive Web Design

App Design for iOS & Android

User Testing & Research

Prototyping

HTML + CSS / Wordpress

## TOOLS

Sketch App & InVision

Photoshop, Illustrator, InDesign

## AWARDS

Cancer Innovation Hack-a-thon

Gold Aster Award

Silver ADDY® Award

## LANGUAGES

English, Armenian, Russian

## FEATURED IN

Mashable

TechCrunch

USA Today

Time Magazine

Forbes

The New York Times

BuzzFeed

Thrillist

PCMag

Boston Magazine

Improper Bostonian

Boston Voyager