



## 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

### August 2018 - Current: Full-time Product Consultant at Facebook

As part of a crossfunctional team at Facebook, I'm helping lead the efforts to create an internal product that helps Facebook teams ship more collaboratively and efficiently while upholding a high standard on design and code quality. My responsibilities include:

- Product Strategy
- Platform Brand Development
- UX & UI Design (Including user research, user testing, wireframing, prototyping.)
- Preparing specs and working closely with tech team to ensure product quality

### 2014 - 2018: 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 during the early stages and had the opportunity to create the company's visual brand identity from ground up. I also designed Wanderu's digital products including the iOS & Android apps, responsive e-commerce website, landing pages and blog. As part of the executive team I worked closely with the CEO & COO (co-founders) to help drive business growth. My responsibilities included:

- 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.

Go Ahead Tours provides group travel to over 100+ countries around the world. As Interactive Art Director I helped transform their catalog-based business model into a full service e-commerce platform. Working closely with product stakeholders and the tech team we created an intuitive, responsive website that empowered customers to easily find and book tours online without the need to engage with a live tour consultant. 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

HTML + CSS / Wordpress

## TOOLS

Sketch App & InVision

Photoshop, Illustrator, InDesign

## AWARDS & ACCOLADES

"Best New App" Apple Store

"Best New App" Google Play

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