

ANEESHA CHINNI

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PROFESSIONAL SUMMARY

A Product designer with **5+ years of experience** with a background in marketing and computer science specializing in creating digital products and visual experiences with a human centered approach

EXPERIENCE

Indiana University Center for Rural Engagement, UX Designer Jan 2025 – Present

- Designing scalable, human-centered solutions that address complex challenges in rural Indiana, supporting community engagement and long-term sustainability

Cloud Centric Inc, UX Designer May 2024 – Aug 2024

- **Improved recruiter productivity by 5%** through UX optimizations, including streamlining high-frequency workflows and reducing task completion time
- Produced **end-to-end creative assets** to support product launch, ensuring brand consistency across channels
- **Partnered with 6+ managers & recruiters** to rapidly iterate high-fidelity Figma prototypes within 24-hour cycles, driven by synthesized feedback

Salesforce, Product Designer (Industry Sponsored) Jan 2024 – April 2024

- **Led a team of 8 designers** to develop solutions that applied design thinking principles, enhancing inclusive community engagement and **improving user experience by 12%** within the Salesforce Trailblazer community
- **Facilitated cross-functional collaboration** with product managers, marketing teams, and user researchers, driving a 15% increase in user interactions between new and power users
- Delivered responsive web prototypes that **decreased bounce rates by 20% on key community pages**

Teal Wellness, Product Designer Feb 2018 – June 2023

- **Led the entire product design lifecycle from concept to execution**, leveraging design systems to ensure scalability, resulting in **300K app installs** within 3 months & securing an average rank of **#2 on the Play Store Trending List**
- Accomplished an **increase in session duration by 10%** by optimizing app navigation using a systems- thinking approach, improving interaction flow and overall user experience
- **Boosted premium subscription** conversions by 12% through site audits to identify usability issues & implement targeted design enhancements

OhLook, Digital Marketing Manager Mar 2016 – Feb 2018

- **Optimized conversion rates by 22%** by leading B2B & B2C campaigns with a user-centered approach, strengthening brand engagement and customer retention

Design Consultant (Freelancer - Graphic Design & Marketing) June 2016 – Jan 2018

- **Managed stakeholder expectations** to create user-friendly web interfaces, branding solutions, and digital marketing strategies, strengthening brand identity and customer engagement for various B2B and B2C clients

EDUCATION

Indiana University, Bloomington, M.S. in Human Computer Interaction, Design Aug 2023 – May 2025

Gujarat University, Ahmedabad, India, B.S in Computer Science July 2013 – Jun 2015

SKILLS

Design and Research: UI/UX Design, UX Design for AR/VR, WCAG Accessibility, Rapid Prototyping, Cross Platform Design, Design Thinking, Systems Thinking, Design Systems, Experience Design, Product Design, Generative AI, Cross - functional Collaboration, Interaction Design, Visual Design, Heuristic Evaluation, Behavioral Research, 3D Modelling, Information Architecture, User Research, Usability Testing, A/B Testing, Co-Design, Agile methodologies

Design & Programming Tools: Figma, Framer, Unity, InVision, AdobeXD, Balsamiq, Blender, Zeplin, Adobe Photoshop, Illustrator, After Effects, Premier Pro, Sketch, UXPin, HTML/CSS, C#, Visual Studio, Axure, Tableau, Google Analytics 4, Git, JavaScript, Jira