

Anjali Singh

EXPERIENCE

UI/UX Designer @ NeighborShare

Develop For Good | June 2024 - August 2024

- Sole designer for a crowdfunding platform distributing \$725,000+ to aid 7,800+ Americans.
- Designed and launched dynamic landing pages, boosting engagement for corporate sponsors and non-profit partners.
- Delivered high-fidelity prototypes, collaborating with cross-functional teams to enhance user experience and align with brand goals.

PROJECTS

Wander

AR-powered app for adventurous exploration | May 2024 - June 2024

- Designed an app that gamifies outdoor activities into engaging adventures, fostering social connection and fitness.
- Guided mission customization and social integration with user surveys, integrating personalized AR challenges and community features for enhanced engagement.

Aspirant

App to organize, guide, and empower students | Oct. 2023 - Nov. 2023

- Developed a career guidance and organization app for students as part of the 2023 UX Design Challenge at UTD.
- Conducted primary and secondary research to identify and address key learning needs of students.

UTD Orion Mobile App

Enhanced usability across platforms | Sept. 2023 - Oct. 2023

- Revamped the UTD mobile app, integrating the Orion website for improved cross-platform compatibility and usability.
- Implemented UI/UX enhancements, focusing on readability, efficiency, and personalized user experiences.

LEADERSHIP

Marketing Chair @ Women Mentoring Women in Engineering

Aug. 2023- Present

- Directed marketing efforts for company events and workshops, fostering strong relations with 120+ members.
- Managed website maintenance and updates using React.js, alongside designing promotional materials for social media and high-fidelity wireframes of the website using Figma.

Content Director @ 200PERCENT

Aug 2021 - Present

- Managed the YouTube and Instagram accounts, achieving 316,000 views and 6,200 watch time hours through targeted SEO, with 3.3M impressions.
- Spearheaded the marketing and production initiatives for performances and showcases, increasing revenue by 62%.
- Edited 60+ videos and designed graphics, social media posts, and apparel designs using Adobe Creative Suite.

CONTACT

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EDUCATION

The University of Texas at Dallas

*Bachelors in Computer Science,
Expected May 2025 | GPA: 3.9*

*Pursuing Certificate in Applied
Experience Design and
Research*

EXPERTISE

Tools

Figma/Figjam, Adobe Creative Suite, Sketch, Unity, VS Code, Git

Skills

Wireframing, Prototyping, User Research Methods, User Experience, Affinity Mapping, Information Architecture, Competitive Analysis, Graphic Design, User Testing, Design System, A/B Testing

Programming

Java, C/C++, Python, HTML, CSS, JavaScript, C#, React.js

AWARDS

Dean's List

Awarded to undergraduate students with GPAs in the top 10% of their respective school

ACTIVITIES

Dance Teams

Aug. 2021 - Present

Placed in the Top 5 at national and intercollegiate Hip-Hop competitions (World of Dance Championship Dallas, Goodphil Games, Isang Mahal)