

# Anusha Babu

Waterloo, Ontario

anushababu1925@gmail.com

Portfolio

## PROJECTS

### SignTalk

- An exciting **addition to the popular language learning app "Duolingo."** SignTalk promotes inclusive communication and awareness effectively. **It gamifies sign language learning**, making it enjoyable and approachable. Lessons are bite-sized, allowing users to learn two languages simultaneously

### Canada Revenue Agency

- **Revamped CRA (Canada Revenue Agency)** website design to enhance user experience and accessibility, ensuring seamless navigation and improved functionalities and UI in collaboration with other teammates

### Loo-Looker app

- Created Loo-looker app, a user-friendly solution **empowering quick and efficient washroom location**, ensuring positive user experiences

## EXPERIENCE

### Production Associate, Goodwill Industries

April 2023- Present | Waterloo, ON

- Developed **strong customer service** skills through interactions with diverse clientele at Goodwill
- Gained a **keen eye for detail** in production processes, ensuring high-quality output and Kept the department area organized and orderly, **ensuring a smooth workflow**
- **Collaborated effectively with colleagues** as a production associate and have the motivation and **aptitude for learning new skills**

**Achievements:** Increased apparel production by changing the method of apparel handling from a sorting station to a hanging station in a popular thrift store.

### Graphic Designer

Nov 2020- Sep 2022 | Kerala, India

- Analytical, Creative, and innovative Graphic Designer with expertise in **understanding project requirements** crafting impactful brand identities, and executing re-branding initiatives
- Committed to meeting deadlines, facing challenges, and delivering quality customer service
- Proficient in designing logos, stationery, and cohesive social media graphics to enhance company branding

## EDUCATION

### University of Toronto, school of continuing studies

Toronto, 2023

UX/UI Design

### Image Creative Education

Kerala, India - 2020

Graphic Design

### St.Joseph's College of Engineering and Technology

Kerala, India - 2014-2018

Computer Science Engineering

## SKILLS

### // DESIGN

Wireframing, Rapid Prototyping, Responsive Design, Visual Design, Interaction Design, Illustration

### // RESEARCH

User Research, Usability Testing, Journey Mapping, Personas, Storyboarding, Affinity Diagrams, Information Architecture

### // TOOLKIT

Figma, Adobe CC( Illustrator, Photoshop, Indesign) Procreate, Basic HTML & CSS, Pen+paper