Joanna Anil

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Summary: Product Designer with **2+ years** specializing in **Figma** from a **top 20** university. Skilled in designing **innovative human-centered user interfaces** for emerging startups and community initiatives.

EDUCATION

Rice University 2026
B.A. in Cognitive Sciences
B.A. in Business Management

Minor in Engineering Design
Spanish Certification

Major GPA: **4.0/**4.0

RELEVANT COURSES

Tech Product Design and Development
Cognitive Psychology
Marketing
Computational Thinking
Data Analytics
Cognitive Research Methods
Business Communication

SKILLS

A/B Testing
User Interface Design
Wireframing & Prototyping
Graphic Design
Information Architecture
Communication
Public Speaking

TOOLS

Figma
Miro
Adobe Illustrator
Python
HTML, CSS

EXPERIENCE

Link Nonprofit, UI/UX Consultant   Feb-May 2024
Medical Healthcare Nonprofit
- Led **client interviews** with Link Nonprofit and conducted user testing to inform **user-centric mobile design.**
- Developed iterative designs within a team of **6 designers** and a **PM**, evolving from low to high-fidelity to directly align with client needs.

ZingMyOrder Software Startup, Design Intern   July-Aug 2023
Serving **600+ Restaurants** with Software and Marketing Services
- Designed **UI/UX framework** for a restaurant mobile app within ZingMyOrder's ecosystem applicable to a **large clientele.**
- Authored and Designed UI-focused email marketing strategies, enhancing market response by **40%.**

Rice University, Martel College, Lead Designer   May-Oct 2024
Residential College Website Rehaul for **Top 20 University**
- Managed and implemented redesign of Rice University's residential college website, Martel College.
- Achieved a **30% increase** in user engagement through intuitive navigation and improved content structure.

Rice Computer Human Interaction Lab, UX Researcher   Aug-Dec 2023
VotingWorks: open-source voting systems company
- Conducted **A/B testing** about single vs. multi-screens for VotingWorks, assessing **31 participants** on absentee military votes.
- Identified usability issues, leading to enhanced ballot design and voter instructions, adhering to **ISO 9241-11 standards.**

Rice Owl Blooms, CEO and Co-Founder   Dec 2023 - Present
Rice's 1st on-campus flower shop
- Spearheaded launch of campus pop-up flower shop.
- Increased brand visibility and engagement by **200% in 30 days.**

LEADERSHIP AND AWARDS

Rice Design, University Club President   Apr 2023 - Present
- Oversee long-term strategy and vision for **350+ member** digital design club.
- Lead team of **17** officers to execute weekly **design education** workshops and a nationwide **design-a-thon** for 300+ student designers.
- Directing **design-thinking** program leading teams of design consultants in **3** client partnership with a hospice, cake startup, and a STEM organization.

Junior Achievement Argentina, Loewenstern Fellow   May-July 2024
Buenos Aires, Argentina
- Selected fellow from **highly competitive pool.**
- Initiated development of a bilingual sponsorship packet using **Figma** and **Salesforce**, targeting **14** new corporate sponsors.

"Most Inclusive Design" Award   Jan 26-28, 2024
Rice University Design-a-thon
- **Top 8 UX Design Finalist**, 1 of 4 team members, **50+** teams nationally, **250+** participants