Anushka Sharma

Crafting **empathetic** and **inclusive** user experiences through innovative research and design.

sharanu7@uw.edu | www.linkedin.com/in/sharanushka

Experience

UX Research Intern
Earth and Space Research | July 2024 - Present

- Led strategic user experience redesign of ESR's website through extensive user research and data analysis.
- Performed usability testing, competitor analysis, stakeholder interviews, persona creation, wireframes, and high fidelity prototypes.
- Designed an accessible design solution and launched a new website in 2 months.

Undergraduate Design Researcher
KidsTeam UW | June 2024 - Present

- Conducted participatory design research with 30 K-8 children, advancing accessible technology development.
- Analyzed qualitative data, identifying key trends and user needs, leading to actionable design recommendations.

Creative Design Director
Career Womin | May 2024 - Present

- Led visual design for website redevelopment and modernization.
- Responsible for creating wireframes and designing a modern website.
- Managed social media strategy, boosting online engagement by 50%.

Director of Marketing & Outreach
DubsTech UW | September 2023 - Present

- Created marketing collateral and expanded branding.
- Led "High School Outreach" initiative, educating over 200 students about UI/UX, Informatics and Human-Centered Design.
- Developed and executed marketing strategies, enhancing brand visibility by 30%.

UX Research Intern
SkillUp Online | July 2023 - September 2023

- Conducted 15+ user interviews, ensuring a diverse and adequate sample size for data analysis.
- Analyzed qualitative and quantitative data, presenting research findings and recommending 3 product design changes.

Engineering Peer Educator
UW College of Engineering | March 2023 - December 2023

- Developed and delivered 11 weekly comprehensive educational sessions for 25 first-year engineering students.
- Adapted lesson plans and instructions on a weekly basis based on class diversity and feedback from all students.

School Projects

Wonder, Global Food Festival
HCDE 308 | Winter 2024

- Designed infographics, posters and style tiles, enhancing event brand and visibility.
- Conducted user research, identifying key pain points and creating wireframes for an accessible UI/UX.
- Developed a full app prototype utilizing Figma.

Accessible Restaurant Locator
HCDE 310 | Winter 2024

- Planned, designed and coded (Python, HTML, CSS) a website using the Yelp API to locate accessible restaurants near a given location.

Tuberz
UW Society of Women Engineers Hackathon | Spring 2023

- Collaborated with a team to design and prototype an app, connecting university students with virtual tutors immediately.
- Utilized Figma and design thinking methodologies, creating a user-friendly and intuitive interface.

Education

University of Washington, Seattle
B.S Human Centered Design & Engineering | 2022-2026

- Minor in Applied Mathematics
- GPA: 3.8
- Relevant Coursework: Visual Communication in Design, Cross-Cultural Communication in Visual Design, Computer Aided Design & Visualization, Python Web Development

Skills

Design
User Experience · Interaction Design · User Interface · Physical and Digital Prototyping · Visual Design · Wireframing · Low-High Fidelity Mockups

Research
User Interviews & Surveys · User Testing · Information Architecture · Journey Mapping · Quantitative Analysis · Personas · Competitor Analysis

Software
Figma · Illustrator · Photoshop · Adobe XD · Canva · HTML · CSS · Python · Java · Web Development · SolidWorks

Visual Design
Poster Design · Branding · Typography · Iconography · Signage · Web Design, Stylesheets and Guidelines

Other Skills
Rapid Iteration · Cross-functional Collaboration and Communication · Human-centered Approach · Provide and Solicit feedback · 3D printing · Hindi Fluency

Awards

University of Washington Dean's List | 2022, 2023, 2024

Emerging Leaders in Engineering Scholarship | 2023

Presidential Volunteer Service Award - Gold | 2022

Washington State Seal of Biliteracy - English & Hindi | 2020

Volunteer Experience

Regional Lead
VT Seva | 2018 - Present

- **Strategic Planning & Leadership**: Collaborated with board members to develop long-term plans, contributing innovative ideas to shape organizational direction.
- **Youth Representation & Advocacy**: Served as an ambassador, providing a youth perspective at events and on organizational matters.
- **Project Leadership & Fundraising**: Led key projects aligning with strategic goals and assisted in fundraising efforts, including grant proposal writing.
- **Community Engagement & Partnerships**: Engaged with local branches to promote youth leadership and established partnerships with other nonprofits and corporations.