

MEGHNA ANAND

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EDUCATION

Rochester Institute of Technology

Master of Science in Human Computer Interaction (STEM Certified program) GPA: 3.98

Rochester, NY

May 2025

- Merit and Research assistantship-based scholarship: 80%

- Coursework: User Interaction, Research methods, User experience, Future Interactions, Usability testing, Web Technology, Visual Design, Accessibility Design, Capstone Research, Cultural Accessibility, Alternative UI modes, Design Resources and Guidelines

Emeritus

Hyderabad, India

Postgraduate Diploma: Innovation And Design Thinking GPA: 3.0

December 2022

- Coursework: Design thinking, financial analysis, Design of services, Ideation, User journeys, customer excellence

SRM Institute of Science and Technology

Chennai, India

Bachelor of Technology in computer science and engineering GPA: 3.2

May 2020

- Conducted a 3-hour web development workshop for 15 Bhutan government officials

- Coursework: Front-end Development, Database management, XML, PHP, Engineering Technology, AI, IOT

PROFESSIONAL EXPERIENCE

Rochester Institute of Technology

Rochester, NY

Graduate Research Assistant

August 2024 – May 2025

- Developed and tested 5 gesture-based surface interaction techniques for a VR research project using Unity, enhancing interaction design and contributing to innovative interface research
- Conducted 10 design studies to develop accessibility guidelines for alternative UI modes namely, light mode, dark mode, dim mode and high contrast mode: aiding UI/UX designers in creating more inclusive interfaces
- Collaborated on 5 research studies, performing tasks such as literature reviews on design workflows, structuring 2 design studies with focus groups of designers from various countries, creating cultural design guidelines for typography in different languages, and investigating accessibility and cultural differences in design, focusing on 50+ non-western designers to create seamless workflows

Tata Consultancy Services

Hyderabad, India

UI/UX Designer

November 2020 – June 2023

- Strategized and redesigned 6+ products including customer-facing applications, internal employee tools, and IT portals by facilitating project meetings, conducting whiteboarding sessions, and developing conceptual models delivering business requirements, wireframes, and visual designs for 4+ semiconductor companies resulting in a 50% improvement in workflow efficiency
- Led strategy sessions with stakeholders to define requirements, set timelines, and develop features for 5+ customer/user applications, achieving 100% alignment with business goals and improving user satisfaction by 40%
- Conducted 80 usability tests on an e-commerce platform investigating gaps in task flows and features to redesign the application integrating fundamental UI/UX principles for a more human-centered experience

Imimobile

Hyderabad, India

UI/UX Intern

December 2019 – July 2020

- Redesigned 2 ERP and CRM systems following a company rebrand by defining information architecture, designing interface and interaction flows, enabling a seamless transition for employee workflows and task fulfillment with a 75% usability success rate
- Created 100+ elements for a new design system to update organizational branding guidelines, facilitating ease in designing new applications and decreasing design time by 50%, thereby increasing efficiency

Anchor

Chennai, India

Founder and Front-end Developer

January 2017 – March 2020

- Founded a startup and managed a team of 5 designers and developers providing tailored web solutions including websites, mobile applications, branding guidelines, event posters and social media graphics securing 20+ clients over 3 years
- Guided a cross functional team to develop a user friendly LMS system that provides verbal, quantitative and language reasoning tests for a career consulting firm to evaluate students for effective consulting

PROJECTS

- **Accessibility Guidelines in Design resources for designers** – Identified gaps in accessibility guidelines and proposed improvements through research data, uncovering user insights from 10+ user studies and interviews, along with heuristic analysis of 4 design resources to support inclusive UI/UX design
- **Homease** – Investigated roommate experiences for new students through contextual inquiry and developed prototypes and high-fidelity designs to facilitate improved roommate experiences with an 80% satisfaction rate after usability testing
- **AR in Healthcare** – Conceptualized the future of AR in healthcare by prototyping an interactive human anatomy hologram, improving the understandability of medical information and enhancing communication between doctors and patients to increase efficiency and reliability in healthcare workflows

ADDITIONAL INFORMATION

- **Skills:** User Research, UI design, Interaction Design, Wireframing, Prototyping, User Testing, Design Studies, User Interviews, Card Sorting, Ideation, User personas, Competitive analysis, Information architecture, Affinity maps, Literature reviews, User journeys, brainstorming, visual analytics, design thinking, HCI principles, Color theory, Accessible design, Heuristic evaluation
- **Technical Skills:** MS Office suit (PowerPoint, Excel, Word), Keynote, Figma, Adobe XD, Miro, Invision, Wix, WordPress, Photoshop, After Effects, Procreate, HTML, CSS, JavaScript, Power BI, Tableau
- **Hobbies:** Painting, Jigsaw puzzles and Legos, badminton, swimming and travelling
- **Languages:** English, Hindi, Tamil, Telugu