

# Anamika Menon

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Product & Experience Designer

<https://www.anamikamenon.com/>

## PROFESSIONAL EXPERIENCE

### UX Fellow | Cooper Hewitt Smithsonian Design Museum

New York, USA | September 2022 - May 2023

- Led the end-to-end design and successful implementation of 3 comprehensive research workshops, facilitating in-depth engagement across 7 cross-functional teams at Cooper Hewitt aimed at increasing visitor engagement by 15%.
- Single-handedly conducted a total of 15 research interviews, employing a versatile approach to gather insights from a wide array of stakeholders and visitors to enhance the museum's service ecosystem.

### UX Consultant | Center for Digital Experiences, Pratt Institute

New York, USA | August 2021- May 2023

- Conducted 6 user interviews and extensive user testing to redesign the **NYC Urban Fellows Alumni Association** website.
- Analyzed navigation limitations and usability concerns on **Packit Gourmet's** website through 8 moderated usability studies to improve the product search & checkout process, and increase conversion rates.
- Conducted a web analytics study on **Terra Foundation for American Art's** website to analyze user behavior, and design A/B test plans to effectively reduce bounce rate and increase user engagement.
- Facilitated an eye tracking study on 8 prospective students of **Pratt Institute** to analyze the efficiency of the website's information architecture and provided actionable insights to increase the number of applications.

### Interaction Design Intern | Punchcut

Remote, USA | May 2022 - August 2022

- Facilitated in-depth user research, persona development and wireframe design to aid seamless multi-channel product interaction and enhance the overall streaming experience for **Amazon Prime Video**.
- Collaborated with UX researchers at Punchcut to conduct user, market research and stakeholder interviews to design a new digital product aimed at enhancing the credit building experience for **USAA**.
- Redefined the in-car immersive experience and service design for **Ford Motor Company** leveraging future-focussed design.
- Collaborated with the Immersive Media Design team to design an accessibility testing framework for Extended Reality Experiences.

### UX Designer | Tata Consultancy Services (TCS) Interactive

Kochi, India | September 2019 - July 2021

- Collaborated with cross functional teams to redesign the Design System, Pharmacy Interactive Language System, User Flows and User Interface for **Walgreens**, USA.
- Spearheaded the design of a Price Volume Mix Analysis Enterprise Tool for CEO's & CFO's in collaboration with the engineering and sales teams to mitigate margin dilution and increase revenue streams by 30%.

### Interaction Design Intern | The Minimalist

Mumbai, India | January 2019 - April 2019

- Designed accessible web and mobile interfaces for popular brands like **Knowmax, Orra, Argil Dx, ToneTag**.

## EDUCATION

### Pratt Institute, New York, USA

Ms Information Experience Design  
August 2021 - May 2023

### MIT ADT University, Pune, India

BDes Graphic Design  
June 2015 - May 2019

### L'Ecole De Design, Nantes, France

Digital Media Design  
February 2018 - June 2018

## AWARDS & PUBLICATIONS

Awarded the **Cooper Hewitt Smithsonian Design Museum UX Fellowship** for the academic year August 2022 - May 2023.

Research paper "**Designing Sustainable Tourism Experiences for the Tourists of Tomorrow**" published as part of the 8th International Conference On Research Into Design, 2021 by IIT Bombay

## LEADERSHIP & INVOLVEMENT

### Center for Career & Professional Development Pratt Institute

Managed a small team of designers and collaborated with diverse departments to inform the design decisions for the redesign of CCPD's official website.

### Amazon Music Hackathon

Designed a Generative AI Music Feature for Amazon Music to enhance the music sharing and streaming experience for artists and listeners respectively.

## SKILLS

### Design & Research

UX & UI Design	Interaction & Service Design
UX Prototyping	UX Research & Testing
Conversation UX	Information Architecture
Eye Tracking	UX Design for AR/VR

### Design Tools & Web Platforms

Figma	Adobe Creative Suite
Axure	Google Analytics & Hotjar
Invision	HTML, CSS, Javascript
Unity	Visual Studio Code