

# Aneesha Chinni

A multidisciplinary designer with a marketing background passionate about creating digital products & visual experiences with a human-centered approach. Proven expertise in communicating complex ideas & processes and producing out-of-the-box solutions through creative problem solving.

## EXPERIENCE

### Teal Wellness, Hyderabad — UI/UX Designer

APRIL 2018 - FEB 2022

- Designed and launched the company's mobile app that resulted in 300K downloads in 3 months from the launch, with an average rank of 9 on the PlayStore Trending List.
- Designed interactive prototypes using Figma, allowing for rapid iteration and user testing, which reduced development time by 30%.
- Successfully addressed a critical usability issue, resulting in a 50% decrease in customer support inquiries related to the problem.
- Created a visually appealing and intuitive mobile app interface, resulting in a 40% increase in user retention
- Lead and managed a team of 6 interns

### OhLook, Hyderabad — Digital Marketing Manager

APRIL 2016 - MARCH 2018

- Overall Social Media Management - Responsible for design, creating original content, competitor analysis and managing & scheduling posts on a daily basis.
- Achieved an average ROAS of 200% for overall ad accounts
- Implementing lead generation campaigns with Avg CPL of Rs 2.0 resulting in 150% increase in traffic to the app
- Managed B2B and B2C campaigns with budgets of more than 15 L successfully increasing conversion rates by over 30% while reducing cost per click by 20%

### Design Consultant, — Freelancer ( Graphic & User Experience Designer)

APRIL 2014 - Current

#### Key Tasks :

- Working with startups & agencies to create minimalistic clean design and user-friendly web design layouts
- Creating low & high fidelity prototypes and social media management

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## EDUCATION

### Gujarat Arts and Science College, Ahmedabad, India

JULY 2012 - APRIL 2015

B.Sc in Computer Science graduated with first class

### Indiana University, Bloomington

AUGUST 2023 - MAY 2025

Masters in Human Computer Interactions

## SKILLS

### PROGRAMMING LANGUAGES

Java, Python, Javascript, JSP, HTML, CSS, SQL Server, JSF

### DESIGN

UI / UX Design, Interaction Design  
Visual Design, Site Maps  
Affinity Modeling,  
Branding & Identity

### RESEARCH

Usability Testing, User Interviews  
Heuristic Evaluation, Focus Group  
User Persona , A/B Testing

### DESIGN TOOLS

Adobe XD, Figma, Sketch,  
InVision, Framer, Axure, Marvel,  
Balsamiq, Proto.io, UXPin,  
Adobe Photoshop, Illustrator,  
Premier Pro & After Effects