

# Anjali Singh

## PROJECTS

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### Wander

An AR-powered app for adventurous exploration | May 2024 - June 2024

- Designed an AR-infused app that gamifies outdoor activities into engaging adventures fostering social connection and fitness.
- Guided mission customization and social integration with user surveys, integrating personalized AR challenges and community features for enhanced engagement

### Aspirant

An app to organize, guide, and empower students | Oct 2023 - Nov 2023

- Developed a solution to enhance career guidance and organization for students, in response to the 2023 UX Design Challenge at UTD.
- Conducted primary and secondary research to uncover students' learning needs.

### UTD Orion Galaxy Mobile App

An app streamlining usability across platforms | Sept 2023 - Oct 2023

- Revamped the UTD mobile app to integrate the UTD Galaxy Orion website, improving usability and ensuring cross-platform compatibility for 21,600+ undergraduates.
- Implemented UI/UX enhancements for readability, efficiency, and personalized experiences, alongside drafting a research proposal.

## ACTIVITIES

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### Marketing Chair @ Women Mentoring Women in Engineering

Aug 2023 - Present

- Created marketing timelines and designed promotional materials for company events and officer workshops, maintaining relations with 120+ members.
- Utilized Figma to design high-fidelity wireframes of the WMWE website and developed interactive pages for the website utilizing React.js and Firebase.

### Content Director @ 200PERCENT

Aug 2021 - Present

- Managed the YouTube and Instagram accounts, garnering 245,000 views and 5,100 watch time hours through targeted SEO, with 2.6M impressions.
- Spearheaded the marketing and production initiatives for performances and showcases, increasing revenue by 62%.
- Edited 60+ videos and designed graphics, social media posts, and apparel designs using Adobe Creative Suite.

### Dance Team Competitions

March 2022 - Present (Seasonal)

- Ranked in the Top 5 at national and intercollegiate Hip-Hop competitions (World of Dance Championship Dallas, Goodphil Games, Isang Mahal)

## CONTACT

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Plano, Texas

## EDUCATION

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### The University of Texas at Dallas

*B.S. in Computer Science,  
Expected May 2025 | GPA: 3.9*

*Pursuing Certificate in Applied  
Experience Design and  
Research*

## EXPERTISE

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### Tools

Figma/Figjam, Adobe Creative Suite, Sketch, Unity

### Skills

Prototyping, Wireframing, User Experience, Competitive Analysis, User Research, Information Architecture, Affinity Mapping, Interaction Design

### Programming

HTML/CSS, JavaScript, React.js, Java, C, Python, C#

## AWARDS

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### Dean's List

*Awarded to undergraduate students with GPAs in the top 10% of their respective school*