

# Syeda Anjum

## CONTACT

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## EDUCATION

Barnard College of Columbia University  
Bachelor of Arts | Film Studies, Psychology  
Expected May 2021

## SKILLS

- User research
- Wireframing
- Prototyping
- HTML/CSS
- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premiere Pro
- Wix
- WordPress
- Squarespace
- Drupal

## LANGUAGES

- Bangla (verbal fluent)
- Spanish (basic conversational)

## DESIGN EXPERIENCE

### Production Manager & Lead Designer

MidWave Magazine | New York, NY

Jul. 2020 - Present    [www.midwavemag.com](http://www.midwavemag.com)

- Manage production schedules for editorial and multimedia content with Notion
- Oversee bimonthly publication in coordination with Web Master
- Coordinate recruitment efforts for staff contributors and guest submissions
- Designed original wireframes and prototyped mockups for website's launch as Lead UI/UX Designer

### UI/UX & Graphic Design Intern

Pantsuit Professionals | New York, NY

Sep. 2020 - Dec. 2020

- Created wireframes and prototyped mockups for upcoming website modules, including shop, homepage, brand, and partnership pages with Adobe Xd
- Created and oversaw responses for 10 user testing questions via [www.usertesting.com](http://www.usertesting.com)
- Designed company brochures advertising services for clients and collaborators

### Product & Design Intern

Dwell (Dwellingright) | New York, NY

May 2020 - Jul. 2020

- Researched and drafted product specifications for Fall 2020 app updates alongside CEO
- Wrote proposals and prototyped wireframes for improving user onboard and app retention
- Designed onboarding graphics that inform the app's key features in guiding the user with Adobe Illustrator & Photoshop and Figma
- Researched KPIs to assess marketing efforts for organic channel growth
- Maintained company brand assets and key business documents on Monday

## DIGITAL EXPERIENCE

### Student Web Master

Barnard College, Digital Communications | New York, NY

May 2019 - Present

- Troubleshoot users' inquiries regarding use of CMS tools on backend admin panel
- Schedule and train College's administrators in the maintenance of departmental websites
- Monitor monthly web traffic to College's main website via Google Analytics
- Transferred and updated 40+ websites during their Summer 2019 redesign implementation

### Chief of Agency

Athena Digital Design Agency | New York, NY

Sep. 2020 - Present    [www.athenadigitaldesign.org](http://www.athenadigitaldesign.org)

- Organize timeline of deliverables and conduct weekly check-ins for developers working on client projects
- Designed a collection of original graphics for the agency's Instagram page with Adobe Illustrator
- Built relationships with Barnard College's new computer science department and related academic centers
- Supported Fall 2019 HTML/CSS evening classes of 20+ students in developing basic coding literacy skills

### Digital Marketing Intern

Shine Global | New York, NY

Sep. 2018 - Dec. 2018

- Designed daily graphics promoting collection of award-winning independent documentaries for Instagram launch using Canva
- Sourced relevant daily content to maintain Facebook presence with audience of 4,000+ followers
- Identified key trends in Facebook audience engagement metrics