



## EDUCATION

Masters of Fine Arts, School of the Museum of Fine Arts / TUFTS, Boston, MA 2011.

Bachelors of Fine Arts, University of Toledo, Toledo, OH 2006.

## EMPLOYMENT

### 2014 - Current: Creative Director & Head of UX/UI, Wanderu, Boston, MA.

Wanderu is a Boston based startup, providing the simplest way to book bus and train travel. Our main demographic is the millennial generation. I joined the team to create a cohesive visual brand identity, and help drive the creation of Wanderu's digital products including the iOS & Android apps, responsive e-commerce website, landing pages and blog. I work closely with the CEO & COO (co-founders) as part of Wanderu's executive team. My responsibilities include:

- Visual Brand Identity Design
- UX & UI Design (Including user research, user testing, wireframing, prototyping.)
- Collaborating with tech team using Agile Scrum methodologies
- Preparing specs and working closely with tech team to ensure product quality
- Working with marketing team to help concept and execute integrated campaigns
- Working with content & marketing teams to maintain our customized wordpress blog
- Representing the user voice in executive planning meetings, and helping align business goals with user needs.

### 2012 - 2014: Interactive Art Director, Go Ahead Tours / EF, Cambridge, MA.

I joined Go Ahead tours to help transform their catalog based travel business into a full service e-commerce platform for their core demographic of 35 to 70+. Working closely with product stakeholders and the tech team, our primary goal was to create an intuitive, responsive website that would showcase 100+ tour itineraries, and allow customers to easily find and book a complete tour online. The password protected "My Account" helped customers make monthly payments, manage trip details, and create a wish-list of future trips. As a result, online conversions became the main business driver, and the catalog simply became a supplementary marketing piece. My responsibilities included:

- UX & UI, Art Direction, user testing and user research
- Working closely with stakeholders and executives to align business and user needs
- Working closely with web analyst and VP of technology to define areas of opportunity
- Working daily with the web development team using Agile Scrum methodologies
- Working daily with a multidisciplinary creative team consisting of copywriters, junior and senior designers, marketing managers and analysts.

2011 - 2012: Interaction Designer, Go Ahead Tours / EF, Cambridge, MA.

2008 - 2011: Designer / Front End Developer, Fort Point Design, Boston, MA.

2006 - 2008: Designer / Front End Developer, Center for Creative Education, Toledo, OH.

2005 - 2006: Designer / Front End Developer, Westgate Dental Arts, Toledo, OH.

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## SKILLS

Product Design / UX & UI

Brand Identity Design

Creative / Art Direction

Responsive Web Design

App Design for iOS & Android

User Testing & Research

Prototyping & Wireframing

HTML + CSS / Wordpress

## TOOLS

Sketch App & InVision

Photoshop, Illustrator, InDesign

## LANGUAGES

English, Armenian, Russian

## RECOGNITION

"Best New App" App Store

"Top Travel App" App Store

"Best New App" Google Play

"Favorite New App" Time Mag.

"Best Travel App 2015" PC Mag.

"Gold Aster" Award

"Silver ADDY®" Award

## FEATURED IN

Mashable

TechCrunch

USA Today

Time Magazine

Forbes

The New York Times

BuzzFeed

Thrillist

Boston Magazine

Improper Bostonian