



Skills

TOOLS

Sketch
Figma
Adobe CC
Invision
Zeplin
Miro

EXPERTISE

User-Experience
User-Interface

Ideation
Solutioning
Wire-framing

Prototyping
User Testing
User Research
Industry Research
Brainstorming
Agile/ Scrum

Cross-functional
collaboration

Data Visualization
Motion Graphics

Iconography
Typography

SOFT SKILLS

Leading Design Sprints
Branding & Identity
Logo Design
Social Media
Packaging Design
Poster Design

Hobbies

Dancing
Writing
Sewing
Gardening
Water Coloring
DIYing
Cooking & Baking

About me

India, pronounced with a Spanish accent [EEn-dee-ah]. Named after the Puerto Rican singer La India. I am from Washington Heights, New York City and currently live in Yonkers, NY. Along with being a designer, I’m a international performing dancer.

I graduated from California College of the Arts with a Bachelor of Fine Arts in Graphic Design in 2015.

I'm driven by the continuous need to strive for my "what and why". I'm slowly putting together the pieces of my purpose. What I have found so far is that I don't need to sacrifice any one art for another in my life. I can be the type of designer I aspire to be, especially if it's unorthodox.

Work Experience

American Express

February 2022–December 2023

UX DESIGNER

I was part of the core UX team designing internal portal tools for Amex colleagues. I designed a new Card Tracking widget on the Intuitive Servicing Portal. Facilitated a workshop every month with stake holders and other team members within Amex that encourages collaboration on new design work. Constructed an ISP pattern and component library, with Why, How, and When to use each, on Confluence, for Designers to use as a resource and enter new patterns and components when created. Conducted exploratory designs and a Production Organization Approval prototype for generative AI to help Amex colleagues answer customer questions.

Vertic

August 2022–November 2022

SR. VISUAL DESIGNER

Created UI for a European Hemophilia medication website. Designed UX wire-frame redesign for a Product Solution company website.

CVS Health

June 2021–August 2022

UX DESIGNER

Conducted user research on best user-experience for users with specialty health conditions and how CVS Health could best help track those conditions through a wearable device. Lead team design sprints and brainstorming to create a North Star idea with the UX research I conducted. Designed a new flow, combining multiple design teams and their products, to create a high fidelity prototype of a dashboard where health tracking components will live. Uniting design teams in a consistent design library and cross-functioning projects.

Afro Urban Society

October 2020–November 2020

UX/UI DESIGNER

Customized and designed a Squarespace site with front-end CSS and HTML for Bakanal de Afrique; a Virtual Art Festival. The festival took place virtually, over 3 days, with DJ live-streams, and many artists with their own artist page showcasing their work and bios.

Anastasia Salazar Studio

March 2020–April 2020

UI DESIGNER

Designed the UI for an SaaS called Work Sandy who put freelancers in contact with businesses searching for contract employees. I, and two other designers, created the style guide and prototypes for multiple flows across their product, including the design of documents signed between both parties.

Guesst

June 2019–January 2020

UX/UI DESIGNER

I developed a new design system and invigorated UI design for company’s rapid growth. Undertook sole design responsibilities as the only UX/UI Designer. Redesigned the UX of the search flow, Message Center communication, and individual store pages. As well as, created the social media marketing for Guesst's Pop-up stores.

TrueCar & ALG

August 2015–January 2019

UX DESIGNER

Redesigned Dealer financing tools, created OEM vehicle showcases for iOS, Android & native app, conceived design of internal job running tool for developers, Innovated and invigorated design for ALG's Residual Value Workbench and UX of the ALG website, and conducted user research and testing to secure best user friendly design.

Part-Time Freelance

January 2016–Present

PRODUCT/VISUAL DESIGNER

Designed business logo for Herstorey; a personal shopper and travel blogger. Including T-shirt designs sold exclusively at Herstorey's online store. Created the logo and website for Camp Rendezvous; a Black camping experience. Produced a Cinema 4D motion graphic for a faux TV channel in the short film “Pelo Malo” (“Bad Hair”)

Education

California College of the Arts

September 2010–May 2015

Bachelor of Fine Arts, Graphic Design

Awards

Impact Social Entrepreneurship Awards

2015

My group was awarded a \$10,000 grant to implement our idea of an educational bike-pulled wagon for City Slickers Urban Farming. Our solution made promoting their food justice community outreach and education programs easier and more accessible.