Aren Villano

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SUMMARY

Creative, detail-oriented, and proactive recent graduate of Indiana University earning a Bachelor of Science in Informatics with a focus on Human-Centered Computing and Web Design & Development. Experienced in digital design, user research, and account management, developing automation tools and enhancing user experiences through various internships. Proven ability to develop innovative solutions, modernize business processes, and enhance user experiences across diverse platforms.

SKILLS

UX Design: User Research Methods, User-Centric Design Principles, Usability Testing, Wireframing, Prototyping, Branding, Typography, Color Theory, Accessibility
Web Development: HTML, CSS, JavaScript, ReactJS, TailwindCSS, Bootstrap, Agile Development, SEO
Tools: Figma, Adobe Creative Cloud, Wordpress, Git, Google Apps Script, Looker Studio, Trello
Client Relations/Business Operations: Account Management, Client Reporting, Client Prospecting, Business Automation

EDUCATION

Indiana University, Bloomington, IN   **Aug 2020 - May 2024**
Bachelor of Science in Informatics, Human-Centered Computing MIN, Web Design & Development MIN   *GPA: 3.38/4.00*

WORK EXPERIENCE

Bashpole Software Inc. - PromoterMotor   **Aug 2024 - Nov 2024**
Business Internship Experience 2.B: Business Automation and Development   *Remote*

- Developed automation tools using Google Apps Script to reduce manual work by approximately 30%, including an email reminder system and optimized client report generation through Looker Studio, which enhanced data presentation and templating and increased report production speed by 40%.
- Strengthened client relationships and drove business growth by identifying opportunities for re-engaging previous clients and high-potential prospects, enhancing the company's outreach strategy and acquisition efforts.
- Led the revision and development of the company's Rule of Thumb book, leading a team of 5 interns on all aspects of the project, including task delegation, progress monitoring, and design decisions, resulting in the timely completion and polished final product ready for publication.

Bashpole Software Inc. - PromoterMotor   **May 2024 - Aug 2024**
Digital Design Internship Experience 2.A: Webpage Design for User Interface and User Experience (UI/UX)   *Remote*

- Enhanced user experience and design of company webpages, while revamping graphic design for various internal company materials including our handbook, certificates, marketing slides, and meeting content.
- Contributed to a comprehensive rebranding initiative, collaborating with cross-functional teams to develop cohesive marketing materials and designs that increased brand recognition.
- Updated and refined company design standards to ensure consistent visual identity across all platforms, significantly improving overall company image and marketing effectiveness.

Laurie Burns McRobbie Serve IT Clinic at Indiana University   **Jan 2024 - May 2024**
UX Design Internship   *Bloomington, IN*

- Led weekly meetings with a team of 4 interns to discuss project progress, showcase design concepts, and offer feedback on team members' work.
- Developed foundational skills in Web Content Accessibility Guidelines (WCAG) and usability across a diverse set of user devices, prioritizing user-centric design principles.

PROJECTS

EcoRoutes | Full-Stack Development Project   **Aug 2023 - Apr 2024**
INFO-I495 Informatics Capstone   *Bloomington, IN*

- Led a successful capstone project using the Scrum framework, organizing sprints and facilitating sprint planning, reviews, and retrospectives, which enhanced team collaboration and resulted in timely project completion with clear, measurable milestones.
- Conducted comprehensive UX research through user surveys, interviews, focus groups, observational studies, five-second tests, and epic creation, gathering insights that directly informed user-centered design decisions.
- Led the end-to-end UI/UX design process, including site mapping, wireframing, prototyping, and creating high-fidelity mockups, and developed a fully responsive interface using HTML, CSS, and JavaScript, resulting in improved accessibility and user engagement across diverse devices.