HI, MY NAME IS

aniea

DESIGNER X STRATEGIST
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- Hi, I'm aniea, a Nigerian-American product designer based out of San Francisco, CA. I studied design at the Stanford d.school, where I grew & nurtured my love for a human-centered approach
- I've designed for Spotify, Facebook, Bain & Co, & most recently, Google, where I am working on Google Lens Translate, creating intuitive visual interactions that help millions bridge language barriers instantly
- A curious-cat through and through, I LOVE the process of discovery and exploration. I thrive in ambiguous future-probing problem spaces & am always excited to add a new skill to my toolkit [currently working on : self-producing my debut EP]
- I am passionate about work which empowers marginalized groups & democratizes access to opportunities otherwise siloed by poor design

EDUCATION

stanford university c.o. 2020

Bachelors of Eng.|
Product Design

LANGUAGES

english

Native language

spanish

Fluent

SKILLS & TOOLS

skills

Human-centered design | UX/UI | Strategy | Storytelling | Visual design | Prototyping | Web design | CAD | User research | Leadership

tools

Figma | Aftereffects | Webflow | Illustrator |Procreate | Premier Pro | Framer | Logic Pro | Qualtrics | Excel

coding languages

Javascript _ C++ _ HTML/CSS

AWARDS

Whipsaw Design Showcase[3]

Crossfield, Black, & Coley Academic Achievement Award

Certificate of Merit
Advanced Level Pianist

EXPERIENCE

google | product designer II | 24- present

- Designing the future of translation journeys for Google Lens — creating intuitive, visually-driven interactions bridging language barriers for millions of global users daily
- Creating high-fidelity mocks using Figma & motion prototypes in Aftereffects to drive alignment and accelerate decision-making across teams
- Collaborating with PMs, engineers, researchers, and localization teams to deliver seamless, inclusive designs across Google ecosystem (Google App, Translate App, Chrome & mWeb)
- Shaping the design paradigms which will set the standards for human-centered visual-focused applications of AI at a critical point in the development of such technologies
- Championing inclusive design principles, conducting & actioning an accessibility audit of Lens to our experience is intuitive for users regardless of language proficiency, age, or technical ability.

spotify | product designer | 22-24

- Led design for nascent profile product area, working with engineering and product managers to develop features to increase expressivity & functionality of the profile
- Collaborated with a team of 8 engineers, user experience writing, research, & legal, to design & develop 10 features slated for launch
- Guided discovery work for the future of follow & social, running workshops, and designing 8 concepts exploring a more social Spotify
- Worked closely with design director in a high-priority design sprint to deliver 0 to 1 value on Spotify's social product strategy

[1]| legally, michelle anieakanabasi essien [2]| design thinking + mechanical engineering, the perfect blend of right & left brain
[3]| 1 of 10 students nationwide nominated as 'the next generation of visionary designers' [4]| Bain's design & digital product team

iko | founder & lead designer | 20-23

- Designed & developed a platform to preserve uncommon languages via the power of community & AI, using Figma, Webflow, Adobe, & various technical & marketing solutions
- Established & led a cross-functional team of 5, plus volunteers to launch multiple MVP experiences & community events
- Ran successful crowdfund, raising >$12,000 in under two weeks
- Generated documentation (audio, transcription, translation) for 4026 Ibibio words, 17 stories, & 1680 mins of video
- Developed a rich understanding of design for AI, taking lead from Meta & Masakhanes' open source NLP work

bain & co. | associate consultant | 20-22

- Utilized analytical toolkit to map $5B of revenue for eComm Co. in the emerging NFT space
- Investigated customer experience for Tech Co. during rotation as an ADAPT[4] design specialist, running 18 stakeholder interviews to develop a robust POV on user journey & pain points
- Facilitated cross-organizational process review at Pharma Co, running 30+ senior stakeholder interviews to identify inefficiencies & improve the decision-making process

freelance | designer | 21 - present

- Independent work (UX/UX, graphic design, strategy, web design & development) for start-ups, incl. Clubhouse, Troupe Beauty

facebook AR/VR | product designer | summer 19

- Designed feature to enable natural & secure call transfer between Portals & other device
- Worked closely AR/VR engineering team to craft a surface enabling users to modify appearance & setup pre-call

facebook university | product designer | summer 18

- Designed & developed interactive ad format which enabled advertisers to integrate their branding on platform, & supported direct customer-business communication
- Collaborated with cross-functional team to refine designs to a MVP experience, which was launched October 2018