

SYEDA ANJUM

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EDUCATION

NYU Tandon School of Engineering

MS in Design & Media, Expected 05/2024, GPA 3.9

Barnard College, Columbia University

BA in Psychology and Film Studies, 08/2017 - 04/2021, GPA 3.4

DESIGN & WEB EXPERIENCE

Interaction Designer

NYU Ability Project • Project • 01/2023 - Present • [View Website](#) • [View Documentation](#)

- Lead designed a decision tree that guides museum practitioners on how to select appropriate touch objects to design museum objects that blind and low vision visitors may interact with.
- Coordinated and conducted user testing evaluation with five participants (professional museum practitioners, blind and low vision advocate, museum intern) to assess efficacy of decision tree.

Product Designer

Goats of Anarchy • Project • 09/2022 - 12/2022

- Led team meetings with client to review requirements, material research, and prototype iterations for light-weighted cribs with a urine-filtering component to support disabled goats.
- Conducted secondary research and SME interviews with professional designers; discovered trampoline mesh and sports netting as effective materials utilized by GoA and our team's final prototype.

Student Web Master, Digital Communications

Barnard College • Part-time • 05/2019 - 04/2021

- Provided one-on-one Drupal CMS training sessions for staff responsible for maintaining the College's departmental websites; resolved inquiries over email and phone correspondence.
- Developed and maintained training material for College staff to utilize CMS web editor.
- Reviewed analytics of the College's website performance and updated monthly reports.

Product Design Intern

Alliance (formerly Aspire360), Columbia Build Lab • Internship • 02/2021 - 04/2021

- Lead designer for 90+ interface screens for web application, including user dashboards, search database, assessment modules, and messaging system; reporting to startup CEO and product managers.

MEDIA EXPERIENCE

Multimedia Producer

Barnard IMATS & Media Center • Part-Time • 09/2022 - Present

- Videographer and editor for events held by College academic departments and President's Office.
- Liaise with mentees for Center's Emerging Filmmaker Mentorship Program to coordinate workshop, production, and equipment borrowing schedules.

Post-Baccalaureate Fellow

Barnard Media Center • Full-time • 10/2021 - 09/2022

- Managed bookings and filmmaking equipment training for patrons utilizing College's production studio.
- Co-led the Emerging Filmmaker Mentorship Program, designed for women and non-binary writer/directors receiving grants up to \$3,000.

SKILLS

- **Languages:** English (native), Bengali (verbal fluent), Spanish (classroom conversational)
- **Technical:** Figma, Adobe Creative Suite (Premiere Pro, Illustrator, Photoshop, Lightroom, XD), HTML/CSS, Google Suite, Microsoft Office Suite