

Sandy Aluru

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SUMMARY

Human-centric **UX/UI Designer and Instructor with 16+ years of experience** in web, mobile, and visual design. Skilled in **qualitative/quantitative user research, journey mapping, wireframing, prototyping, usability testing, and accessibility (WCAG, color contrast, UI grids)**. Experienced in teaching **UX/UI curriculum in Bootcamp settings**, supporting diverse learners in creating responsive, user-friendly designs. Strong collaborator with **front-end developers** for seamless design-to-dev handoff. Produces intuitive, visually compelling interfaces grounded in research, accessibility, and modern UX best practices.

- Interaction Design
- Design Research
- Information Architecture
- Product Design
- Prototyping
- Visual Design
- User Interface Design
- Design User Research
- WCAG
- Accessibility
- Color
- Accessibility UI
- Grids & Layout
- Systems Design
- Figma
- Adobe Creative Suite
- Mac OS Proficiency
- Online Teaching Tools

CORE COMPETENCIES

- **UX/UI Design:** User research, persona creation, wireframing, prototyping, usability testing, heuristic evaluations, UI grids, interactive design, color theory, accessibility principles and typography.
- **Graphic Design:** Branding, logo design, visual communication, T-shirt design, banners, and marketing materials.
- **Technical Skills:** Figma tools and workflows, FigJam, InVision, Miro, Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD), Veed.io, Aynthesia.io, Otter.io, HTML, CSS, GitHub, Bootstrap.
- **Instructional Excellence:** Provided customized guidance in design thinking, portfolio development, and industry readiness, promoting leadership and nurturing creative growth.

PROFESSIONAL EXPERIENCE

UX/UI Instructor, Senior Tutor & Teaching Assistant 2U/EDX – Remote | 2021–2025

- Lead Instructor **for UX/UI Bootcamp**, emphasizing user-centric design and industry applications. Mentoring over **50 aspiring designers per cohort** with a 95% completion rate and counting.
- Delivered expert guidance on **Figma, portfolio development**, and career readiness during office hours. Achieved a **95% student satisfaction rate**, complemented by **numerous LinkedIn endorsements and professional recommendation letters from supervisors**, attesting to my teaching expertise and **demonstrating 100% confidence in my instructional capabilities**.
- Mentored students one-on-one as a **senior tutor**, covering topics such as **Double Diamond, Figma demonstrations, atomic design**, and **front-end development**.

- Provided **teaching assistant support**, including grading, attendance, and onboarding of new assistants.

Creative Director UC Dezines, LLC – Remote | 2021–Present

- Redesigned websites for clients, increasing traffic and engagement (*Dance and Tone, Marian's Dream*).
- Delivered impactful landing pages for fundraising campaigns (*Core Impact*).
- Specialized in UX/UI and graphic design, ensuring projects align with client goals and audience needs.

Freelance Graphic Designer Self-employed – Remote | 2011–Present

- Provided branding solutions for businesses, including logos, menus, and marketing collateral.
- Created branding systems for clients like *Curry Leaf* and designed campaign assets for non-profits.
- Collaborated closely with clients to deliver tailored design solutions that achieved satisfaction and business objectives.

Special Education Teaching Assistant, Austin Independent School District – 2025 - Present

- **Classroom Teaching:**
- Delivered engaging, standards-aligned lesson plans in core subjects, fostering a dynamic and inclusive learning environment.
- Managed classroom behavior effectively, employing positive reinforcement strategies to maintain order and support student success.
- Adapted quickly to varying classroom needs, maintaining continuity of instruction during teacher absences.
- Print materials and organize the classroom to make it presentable before I left for the day.
- **Special Education Support:**
- Supported individualized education plans (IEPs) provided by the teacher for tailored to diverse learning needs.
- Fostered a supportive classroom environment for students with disabilities, using patience and creativity to encourage participation and achievement.
- Collaborated with special education teachers and paraprofessionals to ensure student needs were met consistently.
- Assisted in behavior management and conflict resolution for students with emotional or behavioral challenges.

EDUCATION

- **UX/UI Design Bootcamp Certificate Edx/2U** – *University of Texas, Austin Learned design tools and processes, from research to prototyping and user testing.*
- **Associate Degree in Graphic Design (VisCom)** – *Austin Community College, Texas Focused on Adobe Creative Suite and advanced graphic design techniques.*
- **Bachelor of Arts in English Literature** – *Ethiraj College, Chennai, India Specialized in American Literature and communication skills.*

VOLUNTEER

- **Catchafire.org**: Serving as a volunteer designer, contributing to impactful projects for non-profit organizations nationwide. **Actively volunteering since 2020 by making an impact of \$34,312 value estimated by the organization.**
- **Austin Design Week Challenge**: Competed in the fourth annual Austin Design Week Design-a-Thon in November 2020, **achieving recognition as one of the top 5 finalists**. Collaborated on an innovative design challenge aimed at fostering connection and shared understanding through virtual reality to
- **College of Veterinary Medicine**: Collaborating with a distinguished veterinary professional as a Presentation Designer. **Responsible for crafting customized PowerPoint templates to elevate the quality and professionalism of medical conferences.**

ACCOMPLISHMENTS

- **Recommendation letters from my immediate supervisors at EDX commend my instructional proficiency, impactful contributions to student success, and unwavering dedication to academic excellence.**
- **Served as Art Director for Austin Dance India for several years, designing props and presenting them at the esteemed Long Center during their dance events.**
- **Secured first place in Advanced English at the state level during high school, receiving a distinguished medal and award. My commitment to education and excellence was further acknowledged through a feature article in the newspaper.**