Anant Vasudevan

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EXPERIENCE

Founder, designer, creator, ApplyAll

OCT 2019 - PRESENT | Los Angeles

Designed and built ApplyAll.com, a web tool that aims to reduce stress during the job search by guaranteeing job seekers job interviews. Focused on growth hacking the product with a beta launch of 16 paying customers and a hard launch in December

Experience Design Intern, LAX

JAN 2019 - JUN 2019 | Los Angeles

Proposed strategies on how to improve the traveler experience through inclusive design with a focus on members of the ADA community. Developed an immersive installation with the Hollywood Chamber of Commerce for the international terminals

Paid Project Intern, Volkswagen Future Center

NOV 2018 - DEC 2018 | San Francisco & Los Angeles

Developed concepts based on case studies considering the future of autonomous transportation. Conducted in-depth trend analysis and consumer profiling for internal product decision strategic consulting (NDA)

LEADERSHIP AND ENTREPRENEURSHIP

Product Manager, Sova Healthcare (LavaLab Accelerator)

JAN 2019 - AUG 2019 | Los Angeles

Selected as 1 of 7 product managers in LavaLab, a Los Angeles based entrepreneurship accelerator, and built Sova, a platform that optimizes elderly care at geriatric facilities by streamlining workflows

Lead, SparkSC

AUG 2018 - PRESENT | Los Angeles

Founded a community of creators and entrepreneurs across Los Angeles, and hosted events with over 800 attendees. Organized and led curriculum design for Project Launch, a program that aims to empower underrepresented high school students through entrepreneurship

Research Project, Crop Burning in Northern India

AUG 2018 - PRESENT | Los Angeles

Traveled to farms in Northern India to research strategies to mitigate the air pollution epidemic caused by farmers burning straw byproduct. Researching how to use the by-product in applications such as paper, cardboard, and plywood production

Blog, Creative Problem Solving through Design & Innovation

2014 - PRESENT | Los Angeles

Used monthly design sprints to identify problems and generate solutions while experimenting with new tools and media to develop skills. (Website Link)

EDUCATION

The University of Southern California, — Iovine and Young Academy for Arts, Tech & Business

2018 - PRESENT

Relevant Coursework: Full-Stack Web Development, Rapid Visualization, Design Toolbox

American Embassy School, New Delhi — *International Baccalaureate Diploma*

2008-2018

HL Math, Economics, Art. AP: Computer Science. National Honor Society, Service Coordinator

SKILLS

Design
User Research + interviewing Prototyping Interaction Design Interface Design Info. Architecture Typography Branding + Identity

Technology
HTML
CSS
JavaScript
SQL
PHP

TOOLBOX

Adobe: Photoshop, Illustrator, InDesign, Xd, Premiere Pro.
Prototyping+media: Sketch, Figma, Principle, Logic Pro, Maya3D
Other: Zapier, Airtable, Bubble.io, Intercom, Google Analytics, Fullstory

AWARDS

Half-tuition **Presidential scholarship** awarded on the basis of academic and extracurricular achievement.

**National Round Winner,** Bizsmart Entrepreneurship Competition

PORTFOLIO

Exploring how to empower
people using technology
and product+visual design

# Optimizing Geriatric Care in small scale facilities

Role: Product Manager, UX research

Problem: Inefficiencies in geriatric care do not support older adults, and nurses, especially in small scale facilities, are overburdened.

patient card

form selection

form
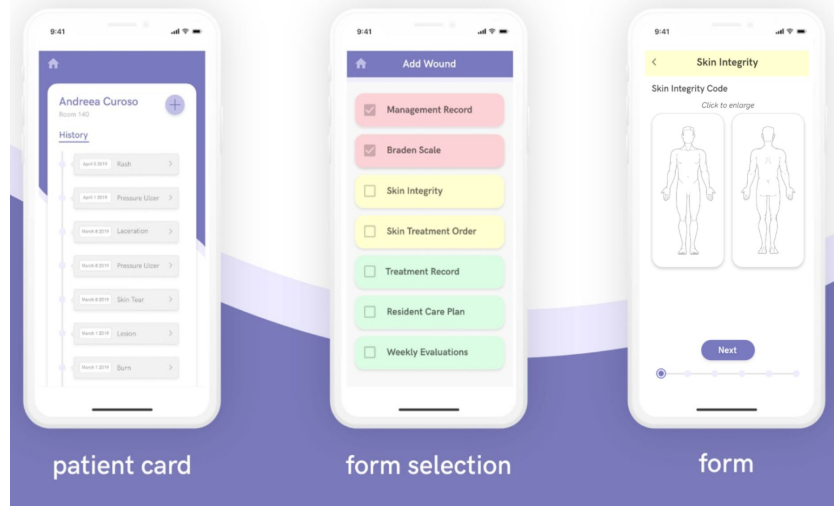
After noticing deficiencies with elder care infrastructure, my team and I approached this space by asking ourselves:
"how might we help older adults live healthier and more fulfilling lives?"
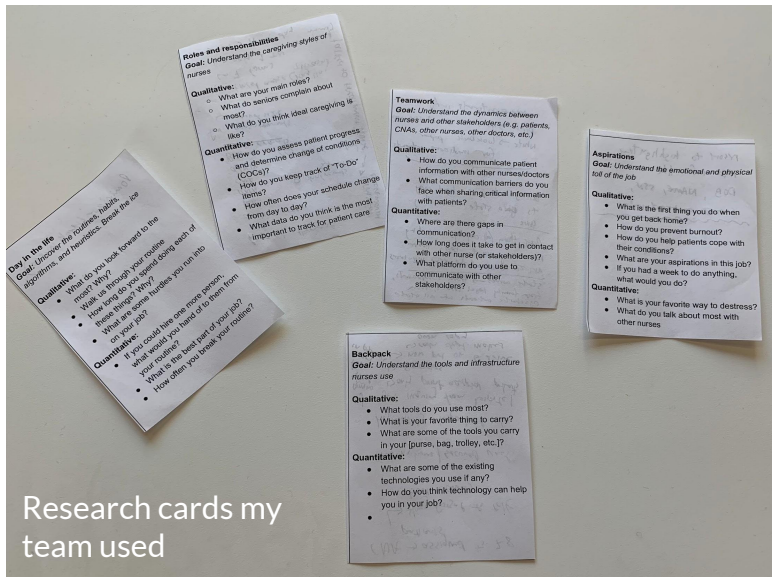
Our focus shifted after visiting small scale geriatric facilities and realizing **paperwork burden placed on treatment nurses shifts the focus away from patients, and buried patient information leads to neglect in care.**

Research cards my team used

7 forms
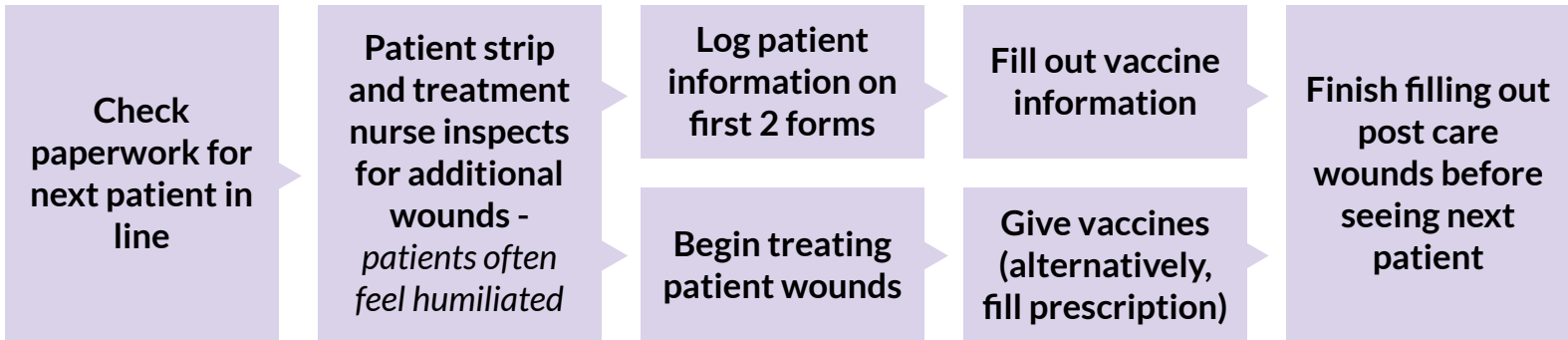need to be filed per wound

1.5 hours
are spent filing paperwork

Our new challenge: How might we help nurses provide more effective care.

Current paperwork is unintuitive, distracting to nurses, and results in patient backlogs. Some nurses even resort to filing paperwork at home. We heard stories of misdosages, conflicting medications, & erroneous patient history, which often had devastating consequences.

Insights from Current Nurse Workflow

| Check paperwork for next patient in line | → | Patient strip and treatment nurse inspects for additional wounds - *patients often feel humiliated* | → | Log patient information on first 2 forms | → | Fill out vaccine information | → | Finish filling out post care wounds before seeing next patient |
| | | | | Begin treating patient wounds | → | Give vaccines (alternatively, fill prescription) | → | |

Research strategies

When designing our solution, our priority was to first understand nurses' workflows.

We used card sorting methods with nurses to inform how our app prioritizes and categorizes information, and the UI reflects this hierarchy. We mapped triage systems, nurse routines, and relationships between stakeholders in a facility. Our MVP thus incorporated in-place language frameworks and color tagging systems nurses use.

We also wanted to leverage technology to expedite workflows and remove redundancies. For example, Sova can auto-input information that removes the need for nurses to redundant information on multiple forms. Furthermore, voice transcription minimizes time spent scrawling illegible notes that can lead to negligence in long term care. Finally, pattern recognition software can analyze anonymized data with the hope of eventually providing predictive care.
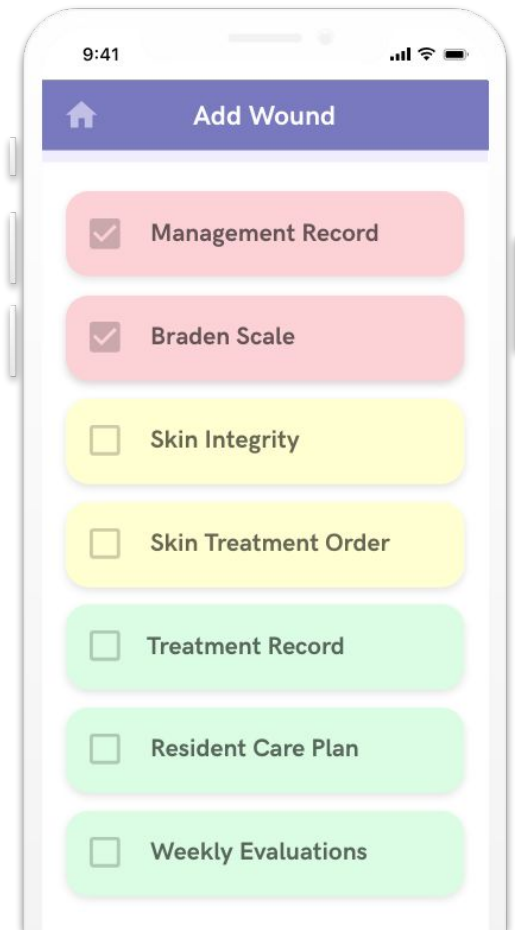
Sova automates paperwork for treatment nurses so that nurses save time and can focus on providing effective care
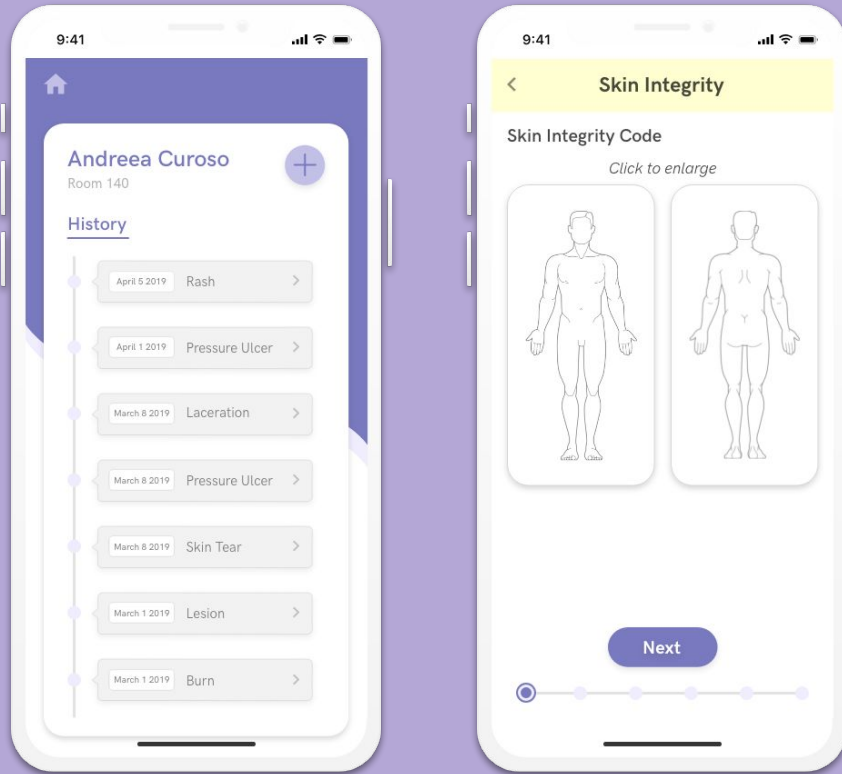
Before treating patients, nurses are required to look over patient info and care history, but they often miss critical information on forms. Patient cards are thus designed with a hierarchy that provides relevant information and raise red flags (like medication allergies).

Standardized icons increase accessibility and transparency of info.

Enriched media and auto-inputted information speed up the process while intuitive checklists make sure nurses don't miss a step.

Form headings are the same colors as physical forms to ease the nurse's transition into a digital system.

Current competitors are not designed around nurses and too expensive for small scale facilities. . Our focusing is on these smaller facilities that are the fastest growing space with over 10,000 new sites expected to be built by 2030. Our MVP consisted of a product for treatment nurses, and as we prove our product market fit, we can refine, iterate, and eventually scale it to facilities as an all-in-one solution. Our first pilot partner: Vernon Healthcare Center, LA.

When entering the geriatrics industry, my team had limited domain expertise. With each day, however, I'm most proud of our hustle to do whatever it took. I skipped classes to camp outside the gerontology building and threw questions at anyone leaving the building while calling up authors from gerontology magazines. This process repeated weeks later when we had to overcome legal and regulatory questions and I found myself outside the Gould school of law.

Intense interviewing with hundreds of older adults and nurses gave us many insights, but my biggest takeaway: carry a lighter to catch nurses on their smoke break when they're able to talk.

Another weekend, I finagled my way into the Aging Into the Future conference at the LA convention center by getting in as a volunteer. I found myself spending most of my time at the tech support booth where most older adults gravitated towards, and understanding a lot more about digital literacy amongst this population.

Although every week was a new challenge, we slowly narrowed our goal towards a more tangible problem, and we found a better grasp on how we could approach this space. It felt like a scavenger hunt where we not only had to find an answer to the current problem, but we had to find the next question to ask and next problem to approach.

*For fun: After Effects logo + branding*

Improving the traveler experience at LAX

User Research, Environment design, 3D modeling

How might we improve accessibility in LAX

Problem: People hate the bus gate. It's hard to find. People get anxious about missing flights. Boarding information is not clear. **The Bus Gates are a disabling space.**

"I didn't anticipate how far away [the bus gates] were, so I ended up running through the terminal, getting to my gate and panicking because I had to catch a bus"
— **Cassandra,** Student

@ 10 pm

Universal Design Philosophy

Our process heavily involved research with members of the ADA community and actually putting ourselves in the shoes of the differently abled. We traveled through the terminal with wheelchairs, spoke with hundreds of individuals that are differently abled and ADA experts, and attended conferences on accessible design.

Proposed Solution:
We identified an opportunity to improve the traveler experience by drawing crowds into the alcove area.
(Details omitted due to NDA)
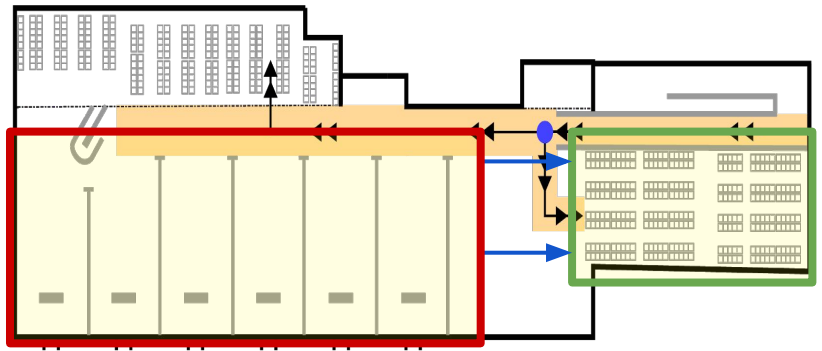
**Information:** Reduce stress by making boarding info accessible, especially in the alcove

Problem: Crowding makes it hard to see eye level boarding announcements
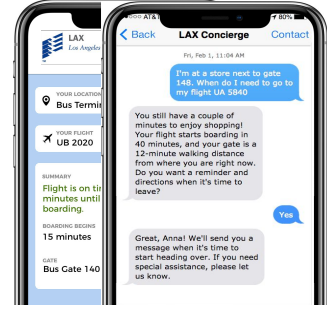
We worked with LAX's tech team to develop MVPs. We also tested queue line arrangements to gauge how we might improve traffic flow within the terminal

Kiosks that give you personalized info and directions by scanning boarding pass
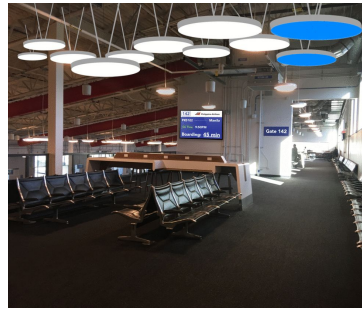
Ceiling clouds for gate boarding calls that can be seen at any level (+ sound absorption)

Chatbot that provides travelers with accessible and timely information

Entertain: Attract viewers into the alcove with a grand finale LA experience.
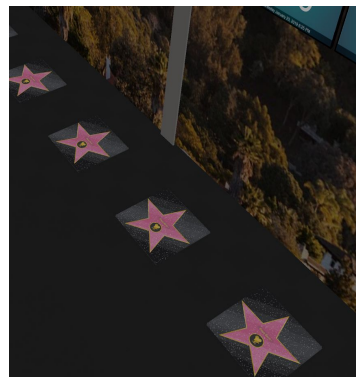
Problem: The alcove is uninviting, noisy, and isolated from the boarding gates

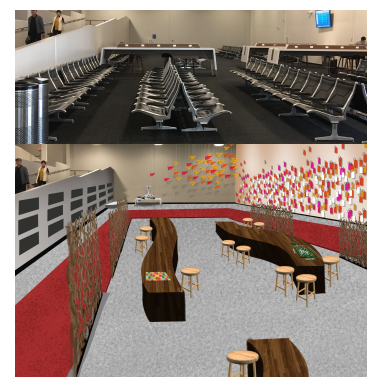*Personally, I was most proud of the Walk of Fame interactive experience we developed with the Hollywood Chamber of Commerce. Installation date approaching soon*
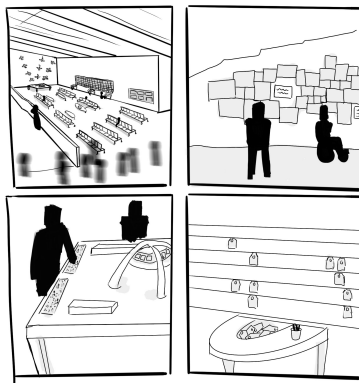
Storyboarding various interactive installations and activities for families

Digital 'Walk of Fame' that allows travelers to input their names and be the star of LAX
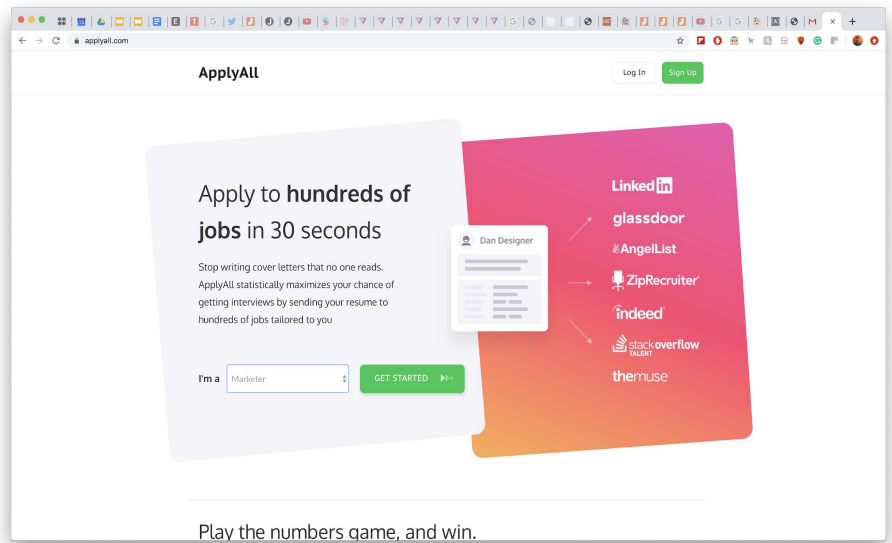
Reskinning, staggered tables, and sound absorbing installations to improve ambiance

ApplyAll.com, a web tool for job applicants

Skills used: *Designing, building, and growth hacking*

Problem: The job search + application process is unnecessarily stressful

ApplyAll.com **is a service that gives job seekers the easiest and most convenient way to get interviews at companies.** We noticed people often struggle with the early stages of the job search because manually filling out applications is time-consuming and cumbersome. With recruiters offering interview requests to approximately 5% of applicants, ApplyAll.com helps clients' chances of getting a response by parsing through job boards and bulk applying clients to jobs that match their experience and interests. Our goal is to help customers get through this stage of the job search so they have the bandwidth to focus on interviews and highlighting their personality as an applicant.

My main learning goals: Inspired by the no-code movement and tools like bubble.io that minimize the amount of required coding, I wanted to see how far I could get with these tools.
This product was also an exercise in the **lean approach** to taking an idea and just shipping. To prove product market fit, my partner and I are focused on whether we can get clients to put down money for this beta product
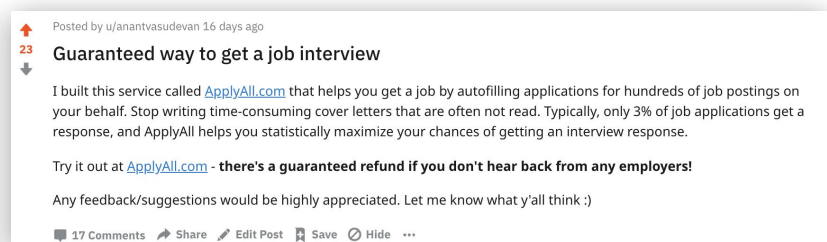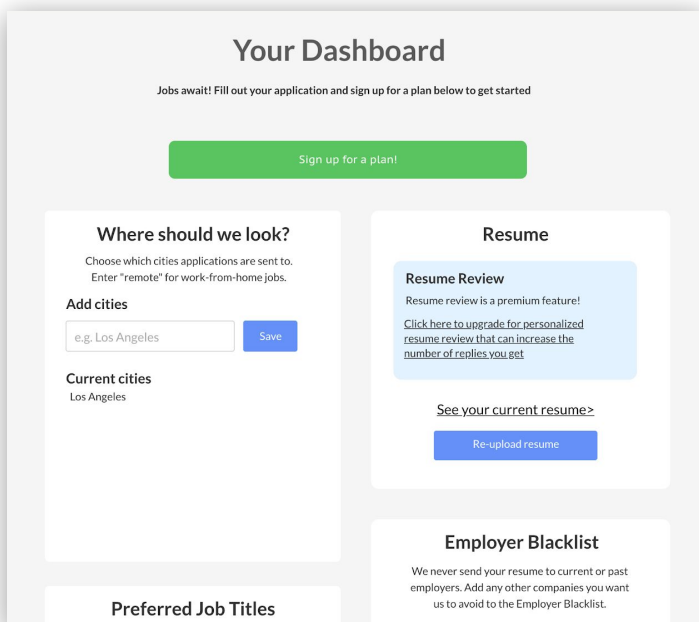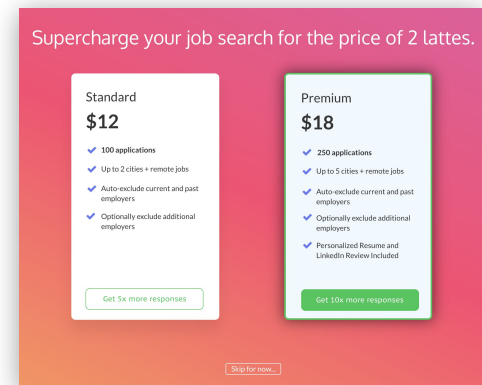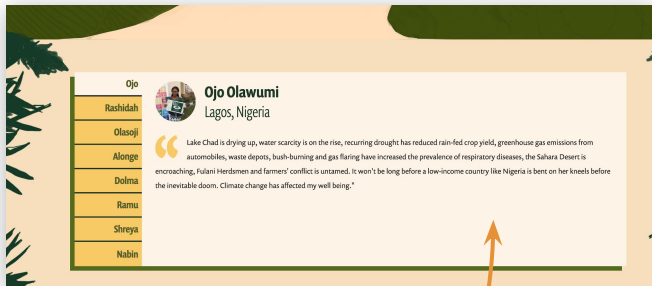

The process so far has had an awesome learning curve, with focuses on all parts of the product roadmap. For online marketing, I've been learning how to SEO optimize a site, warm up an email, and find affordable ways to market (e.g. posts on Reddit, Shapr, and craigslist).

Brand Identity for the Earth Power Campaign

Skills used: *Responsive Web Development, branding, illustration, strategy*

Problem: *The current youth climate movement is not unified, which makes it difficult to create activism from change.*

www.earthpowermovement.org

Hear from young people globally.

Share #EarthPower on social media.

Stop the companies responsible.

The campaign strategy focused on three pillars: Educating, sharing, and taking action. The color motifs repeat in the campaign

These three pillars informed the design of the website with three sections that used graphics to seamlessly transition between phases of user activity

Voices | Social Kit

End new fossil fuel infrastructure development.

We work to stop the construction of coal, natural gas, and oil projects immediately.

Begin a just transition to renewable energy.

We empower communities to shift from extractive to regenerative power, like water, solar, and wind.

Unite an accessible youth movement, beyond striking.

We encourage community-building, storytelling, arts-based activism, and social media advocacy.

From Nepal to Nigeria, we asked young people:

How has climate change affected your wellbeing?

Ojo Olawumi
Lagos, Nigeria

"Lake Chad is drying up, water scarcity is on the rise, recurring drought has reduced rain-fed crop yield, greenhouse gas emissions from automobiles, waste depots, bush-burning and gas flaring have increased the prevalence of respiratory diseases, the Sahara Desert is encroaching, Fulani Herdsmen and farmers' conflict is untamed. It won't be long before a low-income country like Nigeria is bent on her kneels before the inevitable doom. Climate change has affected my well being."

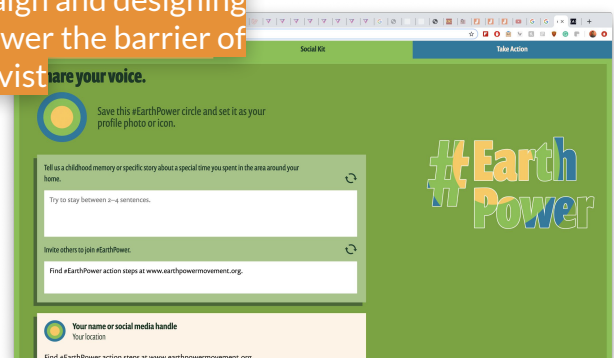Ojo
Rashidah
Olasoji
Alonge
Dolma
Ramu
Shreya
Nabin

We worked with organizations like Zero Hour and 350.org to develop toolkits that could help individuals start and unite grassroots campaigns. Our branding reflects this open source philosophy that is not tied down by a single organization. Instead, anyone can use this design language to strengthen their campaign

Narrative based approach: We wanted to deliver a campaign that was inclusive of the global south and activism that went beyond strikes. In order to do so, we worked through ISECs chapters to interview people from around the world and use their narratives to humanize the issue

Communities
Companies

The formula to a clean future is no secret. Listen to the voices of the Global South, and share your story.

Our generation ends fossil fuels now.
#EarthPower | earthpowermovement.org

Think you're having a hot girl summer?

37% of the world's population will be exposed to extreme heat waves.*

*If Earth's temperature rises another 2°C from carbon emissions this century.

Fossil fuels don't have to be our reality.
#EarthPower | earthpowermovement.org

Want to champion renewable energy? Don't want to tackle fossil fuels alone?

You already have a team.

#EarthPower is community activism that unites your neighbors, peers, co-workers, and the Global South.

earthpowermovement.org

Calling for a just transition:
We ask to prioritize future value over present profit.
We ask that workers are respected, protected, and fairly compensated.
We ask that biodiversity and the environment are preserved for future generations.

Illustration of oil tanks in Lake Victoria in Kampala, Uganda

#EarthPower | earthpowermovement.org

This is what our world should look like, can look like, will look like.

Renewable energy is #EarthPower
earthpowermovement.org

Illustration of windmills in Nawalparasi, Nepal

What do young people around the world share in common?

Exploitation from fossil fuel companies.

Stand up for renewable energy with #EarthPower, powered by communities.

Learn more at earthpowermovement.org

When designing the illustrations we aimed to convey the optimistic urgency of the situation. We further designed shareable assets with virality in mind using humor and striking graphics

Working with typed.js & charts.js was a fun experience in learning how to use javascript libraries + how to visualize the problem.

Reiterating the narrative focus of this campaign and designing forms that lower the barrier of being an activist

By 2060, Miami may be underwater because of 25 companies.

Our Goals

Social Kit | Take Action

Share your voice.

Save this #EarthPower circle and set it as your profile photo or icon.

Tell us a childhood memory or specific story about a special time you spent in the area around your home.

Try to stay between 2–4 sentences.

Invite others to join #EarthPower.

Find #EarthPower action steps at www.earthpowermovement.org

Your name or social media handle
Your location

Find #EarthPower action steps at www.earthpowermovement.org

#EarthPower

Designing Shelters from Abandoned Concrete Pipes

Problem: *The homeless population in India does not have safe shelter*

Urban India has thousands of homeless families and migrant workers living in makeshift homes. I used my passion for product design to ideate a solution for this issue. When I noticed some eight-feet tall stormwater pipes lying abandoned in a field by my home, I had a eureka moment. I conceptualized, sketched, refined and prototyped a unique solution to use these discarded pipes for housing.

Idea to Prototype:

1:10 Scale Model
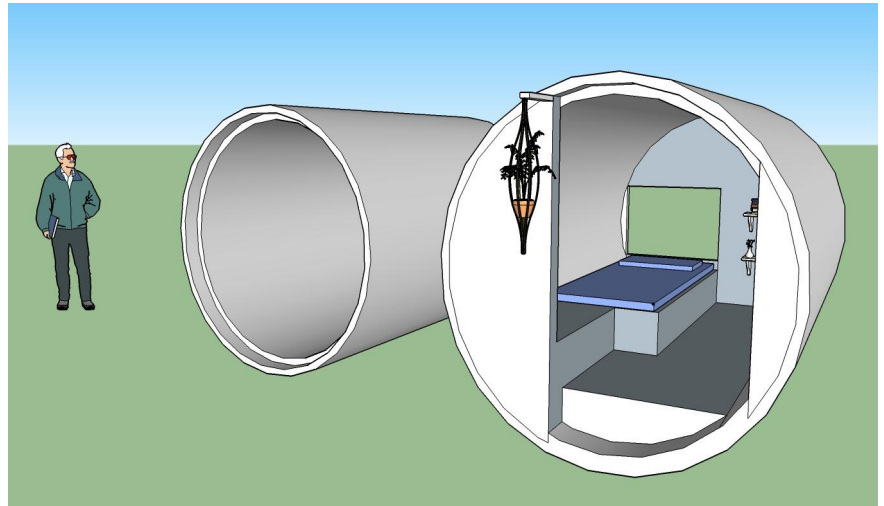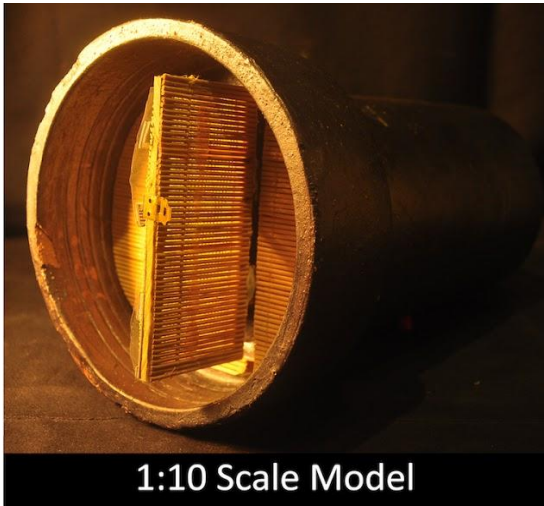
<table>
<tr><td rowspan="4" style="background:black;color:white">**Project Summary & Features**</td><td>**Problem**</td><td>**Solution**</td></tr>
<tr><td>Heat</td><td>Wind tunnel effect & moist jute bag create evaporative cooling</td></tr>
<tr><td>Rain</td><td>Durable concrete structure</td></tr>
<tr><td>Mosquitos</td><td>Panels seal insides with net</td></tr>
</table>

After interviewing homeless families to understand their needs, the final house I built included features to protect families against mosquitos, heat, and rain. Keeping in mind, affordability, sustainability, and durability, I created my final MVP. Its prime advantages can be tied to the stormwater pipe. For one, stormwater pipes like these are built according to a standard set of dimensions, which means the bamboo panels I designed could be scaled across the country without requiring individualized specifications. Furthermore, the structure is sturdy, and the concrete's capillary action use Monsoon rains to cool the interiors during peak summer. The house is constructed using bamboo panels that fit into the pipe-ends, foldable beds, mosquito netting, and a removable plastic flap that seals and protects against rain.

Modular Design for Transportability

Foldable bed
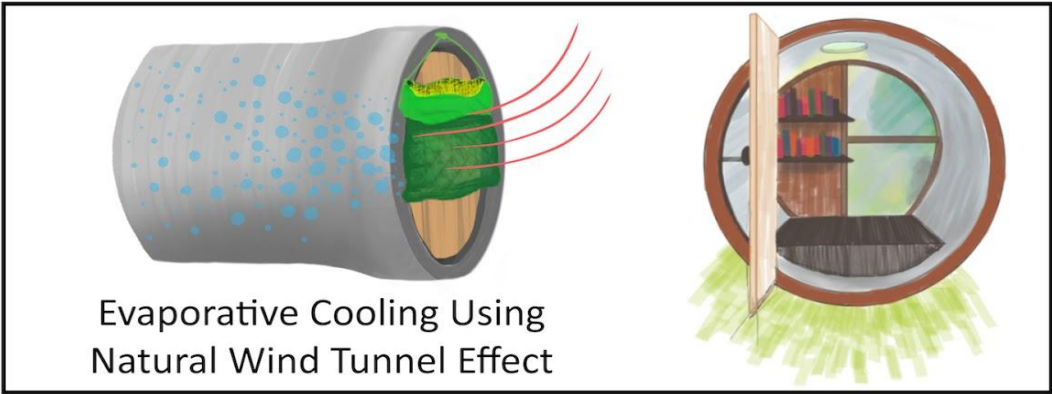
Evaporative Cooling Using Natural Wind Tunnel Effect

Mosquito Net

Audi Experience Design Intern: Creating Autonomous Vehicle Rider Experiences

FUTURE CENTER
VOLKSWAGEN GROUP

FOURTH [SPACE]

Goal: As a project manager intern at VW Future Center, my team designed an autonomous vehicle rider experience for Audi in the year 2030.

Details of this product cannot be disclosed until this project is launched, but our concept - Fourth Space - hinged on two pillars:

An in-car, routine based wellness platform that is the antithesis to the exhausting "connected, digital-first" concepts that OEMs are predicting. Instead, we proposed a platform for routine-based wellness and learning experiences based on the psychological science of Mihaly Csikszentmihalyi.

The second pillar was an algorithmic platform for connecting people outside of traditional geographic boundaries, and building decentralized communities through movement. We explored the questions: what if the car could be an ice-breaker and a *social* mobilizer?

Paytm Home Screen Redesign (Link)

Skills: *UX Research + design*

Problem: *The Paytm home screen is unintuitive, overwhelming, and does not facilitate easy access to relevant features.*

Pain points and insights I discovered:

Why is the CashBack icon the most prominent button? **Sidebar, alerts, and search are all bundled together** in a haphazard manner.

Customer research: users **need easy-access to wallet's balance and payment history**. There is a general perception that online services - especially those concerning payments - are susceptible to fraud and errors. It would help if basic wallet info was not buried in the app.

"I track my payment history often to protect myself from fraud."

Announcements are hidden. **There is no hierarchy** between the header, the "whats new" section, and other sliding announcement banners below.

"How do I block all these adds?"

Featured app updates, announcements, and new features are randomly surfaced while scrolling through the app. Combining these under a single banner/header/tab would **reduce clutter**.

Can you buy men here? App has a lot of language inconsistencies. The category should be labelled "men's fashion" to fit here.

The combination of the hamburger side menu and the tabs at the bottom (plus random icons in the header) illustrate the fundamental issue with the app: <u>feature overload!</u> Need to narrow down the app to the core features (at least for the home page)

"too much clutter. I can't find what I'm looking for."
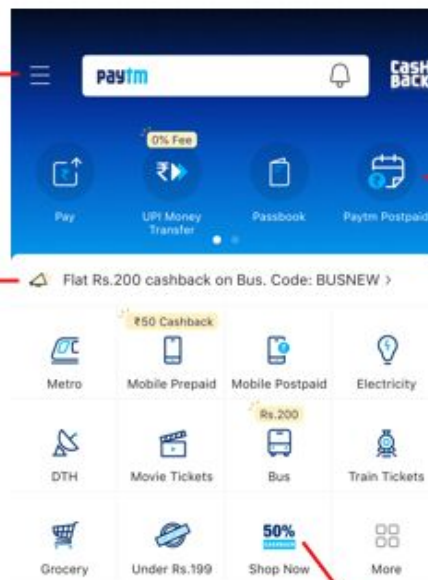
No hierarchy of the most important features. What is the logic behind these actions being at the top? Shouldn't the most often-used actions be highlighted for the user?

These icons are scrollable and **constantly change with each update** to highlight the most recently added features.

"Where did my QR code go?"

Information overload. All these features and actions are not needed on **prime real-estate**. Even though it takes less clicks to do a single action, user suffers from the time needed to look through every icon to find desired feature.

The grid size isn't equal. Some icons are chopped off. The details are messy.

Iconography does not follow a **cohesive design language**. Is this an informative icon, clickbait, or an add? It seems to be geared towards grabbing the user's attention.

"It feels as if features are fighting over each other."

Overwhelming advertisements. These huge banners take up so much screen real estate (relative to actual core features). This entire home-screen is filled with irrelevant information, features, ads, etc.

Many elements are scrollable like this one. Yet there are **no signifiers** that indicate this element can be slid to the right.

The Bank tab deserves an app dedicated to it. The features are too many to fit under a single tab. Also upon opening tab, the design language and UI feels like an entirely different app anyways.

*"They keep adding useless features I don't use."*

Prototyping

Approach: I modelled user flow diagrams that highlight feature hierarchies and functions people actually want to use. This informed wireframe prototypes I made in Sketch and Illustrator.
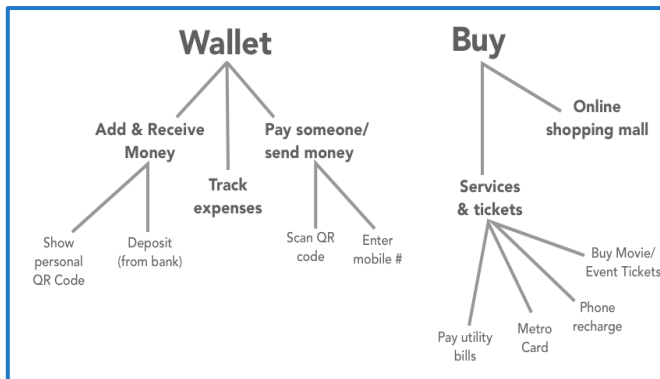
A home screen that guides users towards features and affordances when relevant.

Two big buttons greet the user with easy access to the app's (and any wallet's) two core features. I resisted my initial instinct to fragment features into individual apps in order to allow Paytm to pursue its superapp business strategy. Instead, swipeable categories indicate features on the app without bombarding the user with too much information. Finally, easy access to the wallet aims to **build trust through a transparent experience.**
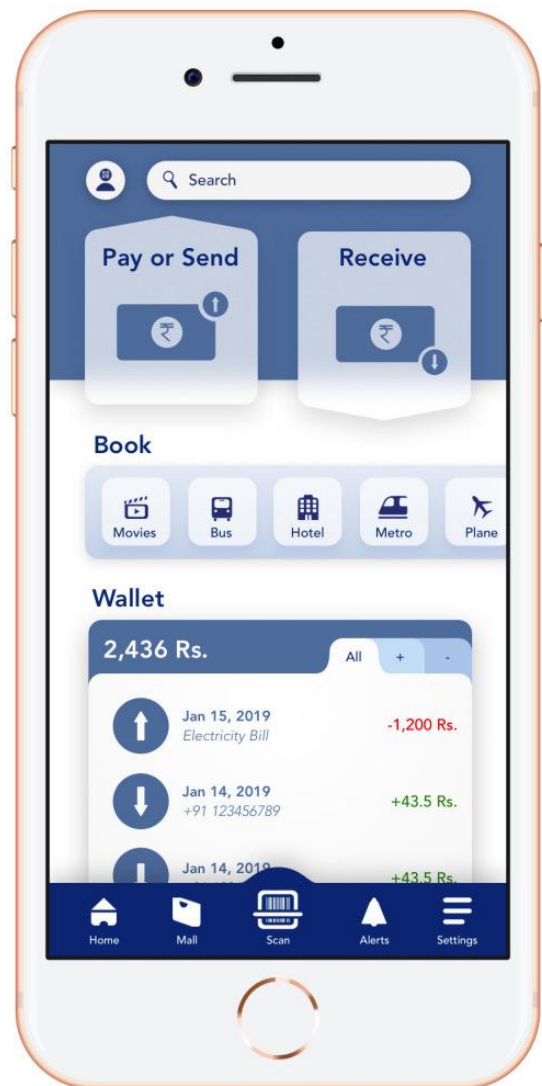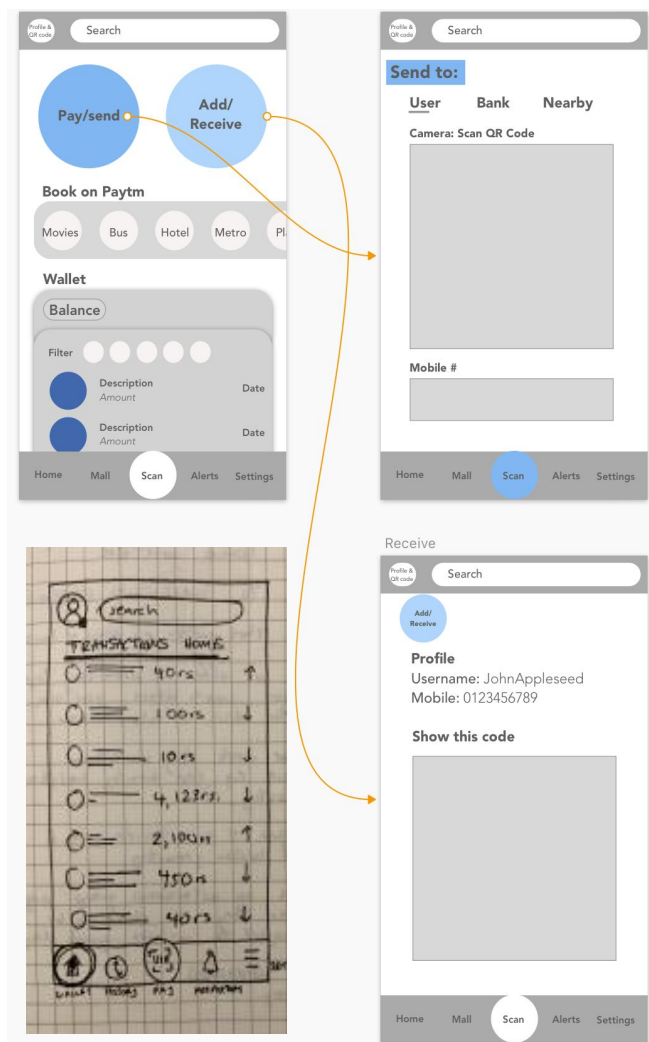
I thought it would be a fun personal challenge to focus on the screen's visual design; hence, I designed all the iconography and skinned the app in a new visual style.

Tackling Air Pollution in Northern India

Pollution masks are too expensive

Why?

Filters get clogged and the entire mask needs to be replaced

Why do we need masks?

Protection from Air Pollution

Why is there air pollution?

Crop Burning

Pollution in northern Indian cities is the worst in the world. The first problem I encountered was the unaffordability of pollution masks. My initial solution: a reverse-engineered pollution mask with replaceable filters that I outlined in a [monthly problem-solving project](#) in May 2018. But I wanted to trace the problem back to address a root cause instead of a symptom. Hence, the conversation I had with myself (left).

It turns out that one of the largest contributors to air pollution is when Indian farmers grow crops like wheat, rice, and sugarcane, they are left with a straw byproduct which they burn at the end of their harvest. Imagine the over 600 million tonnes (IIT Kanpur) of India's surplus agricultural byproduct up in smoke.

How could I transform straw into a product that can incentivize farmers to sell their hay instead of burning it?

It was time to ["Go to the Gemba"](#). As soon as winter break rolled around, I found a way to get to Nabha, Punjab - the epicentre of burning. I hopped on a train, rented a moped when I reached, and began traveling to farms to understand the problem.

Insights:

In depth insights [here](#)
TLDR: Farmers don't have the incentive to not burn paddy byproduct. Dire financial situation further inhibits long-term thinking. Alternative uses and behavioural change is needed.

Coming back, my mind was reeling with the reality of the problem. No solution, however simple, could be a silver bullet. Nevertheless, I focused on a direction that could **empower farmers** while **improving the environment.**

With a bale of hay in my dorm room, I blended, 'pressure cookered', cut, chopped, Youtube *tutorialed* and bootstrapped my way to making a pulpy fabric/cardboard material from the straw. Ironically, I circled back to a pollution mask as a proof of concept.

My aim is to use this solution to further empower women on the farms. Currently, they are underemployed and confined to domestic chores. Ideally, they could become earners for their family by repurposing and selling the byproduct while also contributing to healthier air.
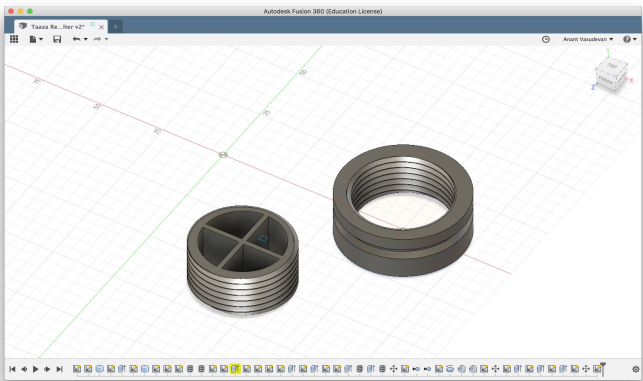
Designing for Aviophobia at LAX

Challenge: Improve the airport experience for travelers with flying anxiety in a 1-hour design sprint

Insights: these travellers arrive to the airport 2-3 hours before the plane departs (earlier than regular passengers) leading to stressful downtime. Travellers gave accounts of clutching vomit bags in their seats.

To **Los Angeles** LAX
From **New York** JFK

GATE 10
SEAT 21F
Mr. Anant Vasudevan
October 21st, 2018

10 GATE
21F SEAT

Mr. Anant Vasudevan

JFK ✈ LAX

Sudoku

Jumble
LYFMAI
DORTAEKSBA
EPOHN
SAFT
ORKG
MBGEA

Other
•Throw a penny into angels fountain
•Count the # of gates
•Find the weirdest item for sale
•Play ISpy
•Draw a person sitting across from you

- Emphasis on the destination (goal) helps recontextualize flight
- Games combat fear through distraction. Some games even incorporate elements of exploration in the airport and engagement with various shops/points of interest.
- Research into which pieces of information passengers require at different stages of this journey guided information hierarchy.
- Perforated pass fits into slots of a wallet and features seat and gate number most prominently
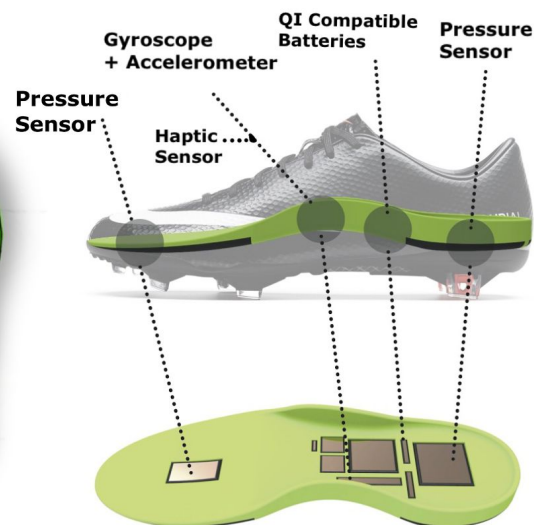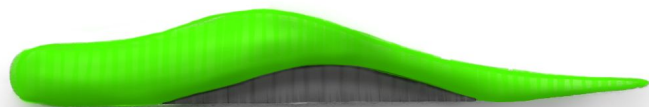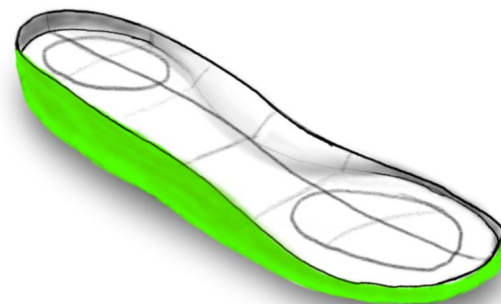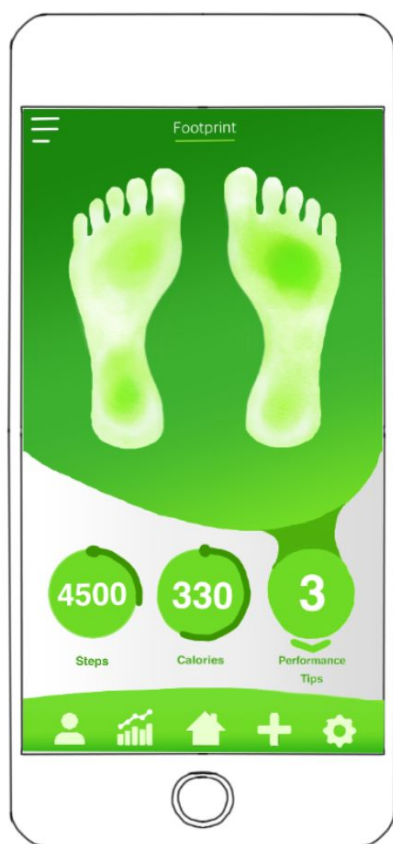
- Simple prompts on the vomit bag challenge the user to reconsider how the bag is used. Holding the vomit bag leads to even more queasiness; by using it as a drawing pad, there can be another element of distraction and art-therapy.
- Awareness of mindfulness and relaxation techniques repurposes the vomit bag into an infographic.

Why not use this as a canvas instead?

Try this
Keep your feet flat on the floor
Close your eyes
Take deep breaths through your nose.
Picture something that makes you happy

As part of a national business plan competition in 2016, I worked with a team of students as product manager and lead designer to prototype an insole to protect athletes against sports-related injuries. We conducted consumer focus groups, interviewed retailers, and negotiated with component suppliers before arriving at the most viable product. This product not only provides support benefits of a regular insole, but uses additional sensors to track and promote healthy technique and early injury warnings. We developed a business plan with a financial and break even analysis, suppliers, and retail/distribution strategies. Presenting the proposal and prototype to a panel of angel investors, our team was judged best amongst 50 national teams; whereupon, we were recognized at the annual Keiretsu Angel Investor Forum. Currently I am leveraging the insole's haptic technology and GPS chip to provide navigational guidance for the visually impaired.

Footprint

4500 Steps

330 Calories

3 Performance Tips

Gyroscope + Accelerometer

QI Compatible Batteries

Pressure Sensor

Pressure Sensor

Haptic Sensor

Using wireless charging technology, insole can be charged from inside a shoe

Navigation for Visually Impaired
Using Haptic Vibrations