# Ana Galic

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## EDUCATION

**University of Rochester** *Graduation: May 2028*
Bachelor of Science in **Computer Science** GPA: 3.6
Bachelor of Arts in **Digital Media Studies**
Interdisciplinary Study in **Psychology as a Social Science**
**User Experience (UX)/User-Centered Design Certificate** | Expected: *May 2028*
Relevant Coursework: Artificial Intelligence Logic, User Experience Design, Data Structures & Algorithms, Digital Media Toolkit and Essential Programming, Computer Organization, Design in the Digital Age, Computation & Formal Systems

## PROFESSIONAL EXPERIENCE

**Barbara J. Burger iZone** *Rochester, NY*
Marketing Assistant, Graphic Design Team *August 2026 – present*
- Design social media graphics (20 to date) and event certificates and photograph events, following brand guidelines.
- Plan and execute TEDx programming, promotional flyers, social media and visual campaigns, drawing 100+ attendees.
- Coordinate with event staff and marketing teams on logistics, timelines, and marketing asset delivery for events.
- Build and maintain 4 templates used by the entire 5-person marketing team, plus an organized asset library.

**Peaceland Research, University of Rochester and Rochester Institute of Technology** *Rochester, NY*
UX/UI Design, Narrative Research Assistant *January 2026 – July 2026*
- Led qualitative user research and collaborated with art, UX/UI, and development teams to shape product narrative and design.
- Developed a fully functional interactive game prototype from concept through testing with 40+ players, iterating on feedback.
- Ran playtests and stakeholder interviews in 4 international regions and 3 languages; players said the game felt made “for them.”
- Presented findings and prototypes to external stakeholders at Imagine RIT and the Schwartz Discover Scholar Showcase.

## LEADERSHIP EXPERIENCE

**Rochester Design Hub - Executive Board** *May 2026 – present*
- Head a 4-person graphic design project group and help run the website as part of a 3-person UX/UI design group.
- Create Instagram posts and shape brand identity, growing the Hub’s following by 50 in the first month.

**Society of Women Engineers - Professional Development Committee** *January 2026 – present*
- Lead logistics for 4 professional development events this semester (20+ attendees each) and conference preparation.
- Partner with the Rochester Museum & Science Center on weekly events, connecting members with engineering professionals.
- Expand career support with a resume workshop and a new mentorship program run with WicMic and Rochester Design Hub.

**Girls Who Code - Executive Board** *September 2025 – present*
- Organize events and deliver hands-on Java and Python workshops that build members’ coding skills.
- Manage Instagram strategy and content creation; posts reached 1,000+ viewers, double the account’s following.
- Mentor 2 members and help them build their resumes, fostering an inclusive learning environment in STEM.

## PROJECTS

**Soulshine - Digital Wellbeing Website** | anagalicportfolio.com/#soulshine *January 2026 – May 2026*
**UX/UI & Visual Design**
- Designed a responsive, user-centered website in Figma for a multi-sensory focus lamp and companion app.
- Crafted branding, logo, and a light/dark design system, using visual hierarchy and storytelling to convey the value proposition.

**VALS - AI Voice Assistant** | anagalicportfolio.com/#vals *August 2025 – December 2025*
**Product Design & Front-End Development**
- Prototyped an AI-powered web app in Figma converting documents to audio summaries in 6 languages, prioritizing inclusivity.
- Built branding, a design system, user flows, wireframes, and hi-fi prototypes, optimizing usability and information architecture.

## SKILLS AND CERTIFICATES

**Skills:** Java, C, Python, Figma, Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Canva, Procreate, Excel, User Research, Wireframing, Prototyping, UX/UI Design, Visual Design, Social Media Strategy, Design Systems
**Certifications/Awards:** Dean’s List, UWC Davis Scholar, Bilingual International Baccalaureate Diploma, Schwartz Discover Scholar