AnMaree Williams

CONTACT

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SKILLS

Design
Illustration
Graphic Arts
Persona
Storyboarding
Wireframing
Prototyping

Research
Interview
Contextual Inquiry
Usability Testing
Comparative Analysis
Survey
A/B Testing

Tools
Sketch
Adobe Creative Suite
Principle
Framer.js

Development
HTML / CSS
Javascript
Python
Angular.js
Vue.js
React.js

WORK

SeedInvest (Circle), Senior Product Designer

Feb 2015 - Oct 2019 | New York, New York

I led the design vision, direction, and implementation of all major client-facing products, helping the company grow their investor base by 20X and raising over $150 Million on the platform. I created and managed the User Experience League company-wide, increasing quarterly user satisfaction ratings from 72% to 90%. I rebuilt the investor reporting process, increasing report distribution by 30%. I made Angular.js and Vue.js prototypes to improve the engineering team's velocity and overall collaboration.

Bizdom Startup Accelerator, Product Designer

May 2014 - Feb 2015 | Detroit, Michigan

I worked with a 25-startup cohort to develop and launch digital products, with one startup receiving $250,000 from Microsoft for a product I designed. I was on the Pitch Review Board, consulting on visual branding and brand messaging. I also led the creative direction and production of our Demo Days in Detroit and Cleveland.

AATC, Product Designer

May 2013 - April 2014 | Ann Arbor, Michigan

I designed a custom Retail Management Software and implemented the MVP with Ruby on Rails, processing thousands of purchase orders. I built a design review feature that brought internal systems online and improved collaboration efforts between graphic artist and managers.

EDUCATION

University of Michigan, BFA

2009 - 2013 | Ann Arbor, Michigan

While at the Penny Stamps School of Design at the University of Michigan, I focused my studies on content, form, and context design principles. I was a working artist, freelancing web design services for local artists and businesses, notably the Ann Arbor T-shirt Company, John Gutoskey, and IATSE 395.