ANNISA A. CARTER

UX ENGINEER

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User-focused UX Designer & Front-End Developer with a strong foundation in React, TailwindCSS, and modern UI patterns. Leveraging 6+ years in customer service, AI conversational design, and design thinking to create intuitive, responsive, and accessible digital experiences. Skilled in translating user needs into clean visuals, functional interfaces, and scalable components. Passionate about merging UX strategy with front-end execution to deliver frictionless, beautiful products.

SKILLS

UX Product Design: User research, wireframing, prototyping, usability testing, journey mapping

Front End Development: React, JavaScript, HTML, CSS, Vite, TailwindCSS, API integration

Interaction & Visual Design: UI layout, color theory, typography, design systems, component libraries, mobile-first design

Conversational & AI Design: Intent recognition, dialogue flow scripting, prompt engineering, natural language patterning, training AI systems for clarity and accuracy

Customer Experience & Technical Support: ReacTranslating complex processes into simple steps, guiding users through system tasks, troubleshooting devices, de-escalation, empathy-driven communication

Tools & Platforms: Figma, GitHub, Next.js, Supabase, Jira, Notion, Adobe Adobe XD, Google Workspace, Photoshop, Premiere Pro

PROJECTS

TAP Capstone – Prometheus (Full-Stack / Next.js / Team Project)
Next.js • React • TailwindCSS • MongoDB • HubSpot API

- Built and integrated the main sidebar navigation component, improving discoverability and supporting consistent navigation across the student portal.
- Implemented Supabase authentication routing to secure protected pages and streamline user access flows.
- Developed API logic to fetch and display user-specific Program Manager information.
- Created responsive UI components aligned with Figma designs and collaborated across sprints to maintain code quality and consistency.

Tidy Bloom — React + Supabase Web App
Frontend Developer • UX Designer
- Designed and developed a gamified cleaning app for users with ADHD and executive function challenges.
- Built a responsive UI using React, TailwindCSS, DaisyUI, and a Vite-based project structure.
- Implemented Supabase authentication and protected routes with real-time state sync using React Query.
- Focused on accessibility, intuitive interaction design, and reducing cognitive load through clear visual hierarchy.

Mini Pokedex — React Frontend Application
Frontend Developer
- Built a responsive Pokémon directory using React and TailwindCSS with PokéAPI integration.
- Implemented dynamic routing for detailed Pokémon views with real-time data fetching.
- Added search, filtering, and grid-based layouts for a clean and accessible user experience.
- Optimized performance and ensured mobile responsiveness across devices.

PROFESSIONAL EXPERIENCE

Verizon Fios — Billing & Sales Support Specialist   February 2025 - Present

- Guide customers through login, account access, and task completion, identifying friction points in key user flows.
- Troubleshoot routers and set-top boxes, observing user behavior and translating technical processes into simple, intuitive steps

- Document recurring confusion and user feedback to support improvements in clarity, navigation, and system design.
- Use empathy-driven communication and active listening to understand user needs, reduce frustration, and guide customers toward the best solutions.

Gucci - Lead Customer Service Rep & Conversational Designer   **Oct 2021 - June 2024**

- Supported thousands of users through live chat through an average of 40-50 chats per day, guiding them through account creation, checkout, personalization, and sizing flows maintaining a 95–98 percent quality score and consistently ranking in the top 5 percent of advisors.
- Authored clear, user-centered chat responses and identified recurring friction points across the website, contributing insights that reduced repeated inquiries by approx. 15 percent and improved digital navigation.
- Served as Lead Advisor, coaching 20+ agents on conversational best practices, tone consistency, and internal system use (Salesforce, OMS), which improved team accuracy and response speed by 10–12 percent.
- Created internal documentation including sizing guides, collection overviews, and pricing references, enabling advisors to resolve user questions 20 percent faster and maintain consistent messaging across channels.
- Selected for a cross-functional AI initiative, where I wrote and refined language for the brand's AI-generated product descriptions, improving clarity, tone alignment, and reducing manual editing time by 30 percent.

Conversational Design Aprentice - Fresh River AI   **Jan 2023 - Jan 2024**

Centene

- Redesigned conversational flow for patient mental health questionnaire via google dialogue flow
- Conducted research on designing for accessibility and best practices for Mental Health use
- Worked with the client and cross-functional team to shape the use case and expected outcomes

Circles

- Maintained wireframes and designed low-fidelity mock-ups in Figma
- Analyzed transcripts and listened to recordings with the Audacity app to create repair flows
- Collaborated with the development team to create custom metrics on the Amelia platform for monitoring the improvement of conversational flows

Sidekick

- Designed the interface and interaction flow via Google voice.
- Conducted user research and organized findings using affinity diagrams, uncovering key insights to guide product improvements.
- Conducted moderated usability testing.

EDUCATION

The Knowledge House — Web Development Fellowship

- Completed an end-to-end TAP Capstone Project, collaborating with a team to build a full web application using React, TailwindCSS, API integration, and UX best practices
- Training includes JavaScript, React, HTML, CSS, TailwindCSS, UX research, prototyping, responsive design, Git/GitHub, and project-based development

Google UX Design Certification

- Completed a hands-on UX program focused on research, wireframes, prototyping, and usability testing.
- Built end-to-end responsive designs in Figma, from user flows to high-fidelity prototypes.
- Conducted user interviews, synthesized insights, and iterated on designs based on testing.

Rutgers University

- Bachelor of Arts Video Production
- Bachelor of Arts Theater