



ANAMARIA NAJERA

UX Designer

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 347-263-9964

 San Francisco, CA

EXPERIENCE

● EY / Digital Consultant

Aug 2017 - Present | New York, NY

Product Manager - Wealth Management MVP Website

- Provided product management support for both the UX Design and Engineering teams for the next version of the client's global client portal, establishing timelines and consensus from all parties around product flows and goals for the redesign of a website for ultra high net worth clients
- Conducted user interviews and created a research findings spreadsheet to understand the current pain points in the experience
- Wrote wireframe annotations and user stories for each feature with detailed acceptance criteria

UX Designer - EY's Idea Lab Challenge Winner

- Competed in a global design thinking challenge and was selected as the winner out of 19 teams for creating a goal oriented saving and spending mobile app
- Conducted user interviews to understand and empathize the needs of the users and identify a problem hypothesis
- Created wireframes, user flows and personas
- Designed the final user interface of the app using Figma and presented the prototype to the client and EY leadership

● Fundación Origen / Strategy Consultant

Sept - Dec 2016 | Santiago, Chile

- Fundación Origen is a non-profit organization whose mission is to provide free and high quality education for students from low income communities through profits earned from their Bed & Breakfast
- Conducted extensive research on the hospitality and tourism business in South America and created social content to aid in marketing efforts
- Travelled to Chile and proposed recommendations to the client that would increase hotel occupancy and improve partnerships with travel sites

● EY / Technology Advisory Intern

June - Aug 2016 | Bogota, Colombia & New York, NY

- Selected as 1 of 67 interns from a pool of over 1,000 applicants to participate in EY's Global Student Experience program in Bogota, Colombia
- Performed financial analysis of cloud based platforms to provide hosting recommendations to clients in NYC before participating in the global rotation in Bogota
- Designed programs that evaluated and controlled risks in the Bogota office alongside the internal audit teams

● Common Threads / Management consultant

Sept - Dec 2015 | Babson Park, MA

- Conducted extensive research on the non-profit sector, US public education policies, and social media trends
- Proposed recommendations to the client to improve their social media presence, acquire new followers, and engage with target markets

EDUCATION

Babson College

Bachelor of Science

2013 - 2017

GPA: 3.4/4.0

Wellesley, MA

LANGUAGES

English

Spanish

SKILLS

DESIGN

Figma

Adobe Illustrator

Adobe Photoshop

Adobe InDesign

InVision

Sketch

TECHNICAL

HTML

CSS

JavaScript

PROCESS

User Research

Prototyping

Content Strategy

AWARDS

- Posse Foundation Full-Tuition Leadership Scholarship
- EY Idea Lab Design Challenge
- Shelby Collom Davis Entrepreneurship Award