

ANAMARIA NAJERA

UX Designer / Digital Consultant

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SUMMARY

Problem solver with 3 years of experience creating solutions in both the financial services and non-profit industry. **Strategic thinker**, comfortable leveraging data and research to discover needs and develop features. **Skilled communicator** adept at delivering presentations for various audiences and building relationships with all team members.

EXPERIENCE

EY / Digital Consultant

Aug 2017 - Present | San Francisco, CA

Product Manager - Global Client Portal redesign for Ultra High Net Worth users

- Conducted user and stakeholder research to inform personas and user journeys
- Prioritized features / improvement opportunities based on business and technical complexity as well as value to the business and user
- Wrote user stories for each feature with detailed acceptance criteria, business rules and associated metrics to be added to the product backlog

UX Designer - Mobile App for Financial Services Client

- Selected as the winning team out of 19 teams in a global design thinking competition for designing a goal oriented and collaborative saving app for one of EY's financial services clients
- Led the design and prototyping process for my team using Figma
- Presented the final app 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
- Traveled to Chile and proposed recommendations to the client that would increase hotel occupancy and improve partnerships with travel sites

EY / Intern

June - Aug 2016 | Bogota, Colombia

- 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 / Strategy 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

BS, Information Technology
2013 - 2017

LANGUAGES

English

Spanish

SKILLS

DESIGN

Figma

Adobe Creative Cloud

InVision

Sketch

Zeplin

TECHNICAL

HTML

CSS

JavaScript

AWARDS

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