

ANNA TAY

<http://annatay.com>

DESIGN EXPERIENCE

PRODUCT DESIGN CONSULTANT

Mogul, Inc. / New York, NY / Apr 2016 - Jun 2016

- Responsible for implementing UI/UX into e-mail campaigns which resulted in an 8% increase in conversions.
- Coded responsive HTML/CSS across several e-mail platforms and wrote effective copy for campaign.
- Created web design assets for flagship product.

DESIGN CONSULTANT

Ladder Digital / New York, NY / Feb 2016 - Apr 2016

- Conceptualized and designed 100+ marketing tactics to be available on both client-facing and public-facing interfaces.
- Created illustrations in Sketch by collaborating with a team of marketers and designers.

WEB DESIGN TRACK

Startup Institute / New York, NY / Feb 2016 - Apr 2016

- Startup Institute is a competitive and immersive career accelerator program focused on developing core skills to thrive in a startup environment.
- The web design track focuses on UI/UX design, HTML/CSS, jQuery, Javascript, user-centered design, wireframing, prototyping, rapid ideation, navigation and flow, and typography.

SKILLS

TOOLS

HTML/CSS, Javascript, jQuery, Sketch, Photoshop

USER-CENTERED DESIGN

Wireframing, visual design, prototyping, personas, interviews, surveys, user research, user testing, task flows, journey mapping

EDUCATION

JURIS DOCTORATE

*New York Law School / New York, NY
2008 - 2011*

B.S. in BUSINESS ADMINISTRATION

*UC Riverside / Riverside, CA
2004 - 2008*

LEGAL EXPERIENCE

ASSISTANT COUNSEL

*Foresters Financial Services, Inc. / New York, NY /
Sept 2012 - Jan 2016*

Advised on variety of legal and regulatory matters in broker-dealer business including compliance issues concerning privacy laws and regulations.

- Drafted, negotiated, and reviewed contracts including but not limited to service, vendor, and non-disclosure agreements.
- Advised on ongoing communications via corporate social media channels.