



Annette Ibarra

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Profile

I'm a programmer-turned UX designer. My global training in Computer Science and Mathematics, along with years of collaboration with designers, marketers, and software engineers, offers a holistic approach to design and development. I am eager to work in a team of passionate and fastidious professionals in Developer/UX Design positions.

Experience

UX/UI DESIGNER, MEDAXIOM – MAY 2018-PRESENT

Working directly for the VP of Marketing and CTO while coordinating with the Marketing and IT teams to design, develop, launch, and support various projects including:

- Websites: www.medaxiom.com and cvtransforum.com
- Apps: app for company members aiming to drive engagement, app for largest cardiovascular conference with 400+ attendees (C-suite focused) generating **66,000+ app views** at most recent conference
- MedAxiom Academy: a new revenue initiative offering education/certification courses for industry administrators, developed without outsourcing to a LMS (Learning Management System), generating **\$100,000+** the first month after launch, targeted to generate **\$1.5MM/year**
- Various other digital initiatives: contributed to company rebranding efforts, providing digital graphics and design support with a concentration on user experience

TECHNOLOGY & PROGRAMMING INTERN, MOVIDA24 GLOBAL CONSULTING HUB – MAY 2016-AUG 2018

Coordinated digital media programs for clients such as United Way, Beam Authentic, Blue Cross Blue Shield, and Toyota while also assisting with:

- **Marketing automation:** integration with CRM softwares (Salesforce, Pardot)
- **UX design:** consumer journey mapping, prototyping, usability testing, A/B testing
- **Market research:** generating content to drive social media engagement

MATHEMATICS & COMPUTER SCIENCE ASSISTANT, UNIVERSITY OF PUGET SOUND – AUG 2017-MAY 2018

Assisted university professors to assess the work of **40+ students** in introductory mathematics and computer science courses and provide feedback on homework assignments

Education

University of Puget Sound, Tacoma, WA – BS in CS with Minor in Mathematics, 2018

Aquincum Institute of Technology (Budapest University of Technology & Economics), Budapest, HU – Semester abroad, 2017

Skills

Programming (Java, Javascript, HTML/CSS), **Frameworks** (Express, MongoDB, MySQL, Bootstrap, Angular), **CRM** (Salesforce, Pardot), **Development** (MEAN/Full Stack, Agile, UX Lifecycle), **Adobe Creative Suite** (Photoshop, Illustrator, InDesign, XD), **Marketing/Digital Integration, Project/Time Management, Graphic Design, Market Research**, Business Development/Entrepreneurship, Social Media, **Consumer Engagement**, Conversational Spanish



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References

Javelyn Arvay, VP of Marketing, MedAxiom – jarvay@medaxiom.com 904-831-4254

Shawn Smith, CTO, MedAxiom – ssmith@medaxiom.com 904-372-2169

Kelly Smith, Market President, Wells Fargo – kelly.smith3@wellsfargo.com 215-275-0672

Alister Fazio, Freelance Graphic Designer – alisterfazio@gmail.com 615-498-0291