ANNIE WORFORD
UI/UX Designer

EXPERIENCE

UI/UX Web Designer Intern at Her Flowers
Apr 2021 - present, Denver, CO (remote)
- Improved responsive website to benefit users and achieve business goals through research, design, and validation
- Translated user needs into wireframes, prototypes, ect.
- Presented thought process and rationale to stakeholders

UI/UX Designer Intern at Tred
Jan 2021 - present, London (remote)
- Researched, designed, and tested mobile banking solutions for UK's first green debit card, with 3,000+ waitlisted users
- Created and rapidly iterated 75+ screen prototype within constraints of budget and tech and support of team
- Refined website, design system, and documentation through collaboration with cross-functional team members

User Experience Designer Intern at a Startup in Stealth Mode
Jan 2021 - present, New York City, NY (remote)
- Conceived and conducted 30+ user interviews and surveys to understand users' needs, goals, and problems
- Analyzed research with team and translated data and requirements into intuitive and delightful experiences

Freelance Design Consultant for HowGood
Apr 2021, High Falls, NY (remote)
- Optimized workflows by compiling and creating cohesive 45+ icon system for website and digital assets

Peace Corps Volunteer
Oct 2019 - Mar 2020 (*Covid-19 Evac.*), The Gambia
- Adapted to Gambian life for community integration and communication with 3 months language and cultural training
- Spearheaded collaborations with locals to research, design, and implement development projects impacting 50+ people

Co-Editor & Head Visual Designer at Pocket Lint Press
Jan 2017 - May 2019, Beloit, WI
- Led, mentored, and organized 5-person design team for enhanced visual appeal and cohesion of 70+ page publication

CONTACT

- aworford.com
- annieworford@gmail.com

SKILLS

Figma, Sketch, Adobe XD
Adobe Creative Cloud
InVision, Trello
Basic HTML, CSS, JavaScript
User Research
Usability Testing
User Stories
Design Thinking
User Flows & Wireframes
Mockups & Prototypes
Visual Design Principles

PROJECTS

UX Bootcamp + NASA Creative Jam
May 2021
- Honerable mention in 150+ team UX challenge

EDUCATION

CareerFoundry
Graduated Jan 2021, Berlin (remote)
- Certificate in UI Design

Beloit College
Graduated May 2019, Beloit, WI
- Bachelor of Arts in Creative Writing
- Minor in Studio Art
- *magna cum laude*