Annelise Smith
UX Design and Research

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About Me

I am a thoughtful UX designer and researcher with a knack for finding the deeper meaning in others' perspectives to create exceptional user experiences. Armed with an open and analytical mind, I take on new challenges with an enthusiasm and curiosity that motivates others around me. I'm at my best on a team that challenges one another to think outside the box and values genuine social connections.

Experience

Field Marketing Specialist
Oct 2015-
Aug 2016

Publicis Hawkeye, Hershey's (Seattle, WA)

Devise, organize, and execute guerrilla marketing campaigns to drive product awareness and foster brand loyalty

Invesigator-Social Service Specialist 3
Aug 2014-
Oct 2015

Child Protective Services (Tacoma, WA)

Make critical decisions based on information from multiple and often conflicting sources in high-stress situations, create accurate and timely documentation in compliance with state and federal mandates, identify core problems and implement solutions using existing family and community resources.

Site Coordinator
Aug 2013-
Oct 2014

Communities in Schools (Lakewood, WA)

Collaborate with school and community stakeholders to make partnerships and secure resources for at-risk students; plan and provide oversight of all service delivery to ensure student and school needs are being met

Graduate Research Assistant
Aug 2011-
July 2013

Washington State University (Pullman, WA)

Write research briefs and literature reviews to support evidence-based decision making, collaborate to develop both process and outcome evaluation plans for existing programs, conceptualize, design, and implement a social media health promotion campaign for all incoming freshmen, manage daily functioning of a 2-year NIH funded randomized control trial

Skills

Site Maps
User Research
Usability Testing
Personas
Ethnography
Content Analysis
Competitive Analysis
Information Architecture
Card Sorting
Interaction Design
User Stories
Paper Prototyping
Mobile Experience
Axure
Sketch
InVision
Adobe Illustrator

Education

User Experience Design Immersive (2016)
General Assembly

M.A. in Human Development (2013)
Concentration in Prevention Science
Washington State University

B.A. in Social Sciences (2011)
Minors in German, Ethnic Studies
Washington State University