

Annelise Smith

UX Designer

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bestuxdesignerever.com

Skills

User Research
Usability Testing
Ethnography
Personas
Wireframing
Journey Mapping
Content Analysis
Paper Prototyping
Mobile Design
Axure
Sketch
InVision
OmniGraffle
Adobe Illustrator
HTML/CSS

About

I'm a **UX designer** with a background in marketing, health promotion, and psychology. I'm experienced at applying **user-centered methodologies** to identify core user needs and motivations. My super power is translating these insights into **evidence-based designs** that meet both user needs and business goals.

Experience

Lead UX Designer // Dive Around the Clock // Seattle, WA // Oct 2016 - present

Improve alignment of website with user needs through primary user research including interviews, usability testing, and behavioral observation; utilize IA principles and develop site maps/wireframes that enable intuitive navigation and increase click-through to donation and volunteer registration tasks; create new visual branding.

UX Designer in Residence // General Assembly // Seattle, WA // Jan 2016 - April 2016

Teach user experience design and user interaction fundamentals in an immersive UX design course; lead information architecture, form design, and usability testing workshops; provide design critiques and feedback on mobile and web design projects; organize a campus-wide hackathon; provide student support and mentoring; oversee class logistics ; update and design curriculum to align with current industry standards;

Field Marketing Specialist // Publicis Hawkeye // Seattle, WA // Oct 2015-Aug 2016

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

Investigator // WA Child Protective Services // Tacoma, WA // Aug 2014- Oct 2015

Conduct in-home interviews and rapport-building to identify core family problems and make critical legal decisions under limited time constraints and in high-stress situations; facilitate creative solutions to child safety problems using existing family and community resources; create accurate documentation in compliance with federal mandates.

Research Coordinator // WA State University // Pullman, WA // Aug 2011- Oct 2014

Create and oversee implementation of data collection/analysis timeline; develop outcome evaluation plans for existing health promotion programs; design, implement, and evaluate social media health campaigns; collaborate on scholarly publications; write research briefs and literature reviews to support evidence-based decision making.

Education

UX Design Immersive

General Assembly Seattle
2016

UX Fundamentals Course

School of Visual Concepts
2015

MA in Human Development

Washington State University
2013

BA Social Sciences

Washington State University
Minor in Ethnic Studies
Minor in German
2011