

Oh hi! I'm Annelise Smith. UX Designer.

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Skills

User Research
Usability Testing
Ethnography
Survey Design
Personas
Wireframing
Journey Mapping
Content Analysis
Paper Prototyping
Mobile Design
Responsive Design

Tools

Axure
Sketch
InVision
OmniGraffle
Adobe Illustrator
HTML/CSS
Balsamiq
POP

Education

UX Design Immersive
General Assembly
2016

UX Fundamentals
School of Visual Concepts
2015

MA Human Development
Washington State Univ.
2013

BA Social Sciences
Washington State Univ.
Minor in Ethnic Studies
Minor in German
2011

Profile

I'm a UX designer and published psychology researcher with a background in health promotion. I'm experienced at applying user-centered research methodologies to understand users' needs and behavior. From wireframes to high-fidelity prototypes, I use Sketch, Axure, InVision, and basic HTML/CSS to turn user data into evidence-based designs.

Experience

UX Designer | Dive Around the Clock | Seattle, WA | 10/16 - 5/17

- Improved alignment of website with user needs through primary user research including interviews, usability testing, and behavioral observation
- Utilized IA principles and develop site maps/wireframes that enable intuitive navigation
- Increased click-through to donation and volunteer registration tasks

UX Instructional Associate | General Assembly | Seattle, WA | 1/16 - 5/17

- Taught UX design and user interaction fundamentals in an immersive UX design course
- Led user research and usability testing workshops;
- Provided design critiques and feedback on mobile and web design projects
- Organized a campus-wide hackathon for 60 students
- Updated and designed curriculum to align with current industry standards

Field Marketing Specialist | Hershey Company | Seattle, WA | 10/15 - 9/16

- Devised, organized, and oversaw execution of guerrilla marketing campaigns to drive product awareness and foster brand loyalty

Investigator | Dept. of Social & Health Services | Tacoma, WA | 10/14 - 10/15

- Conducted in-home interviews to identify core family problems and make critical legal decisions about child safety in high-stress situations
- Facilitated solutions to safety problems using existing family and community resources
- Created accurate documentation in compliance with federal mandates and deadlines

Program Evaluation Consultant | Freelance | Tacoma, WA | 6/12 - 10/15

- Collaborated with non-profit program stakeholders to create logic models, build and implement data collection plans, and analyze program data to inform decision-making.

Research Associate | Washington State Univ. | Pullman, WA | 8/12- 8/13

- Created and supervised implementation of data collection/analysis timelines
- Developed outcome evaluation plans for existing health promotion programs
- Designed, implemented, and evaluated social media health campaigns
- Authored research briefs/literature reviews to support evidence-based decision making

Research Coordinator | Washington State Univ. | Pullman, WA | 8/11- 8/12

- Managed the daily functioning of a 2-year NIH-funded research program
- Supervised 12 research assistants and 30 program volunteers
- Oversaw collection, coding, and analysis of qualitative/quantitative study data
- Authored scholarly publications and presented research findings to stakeholder groups