

Ann Meneses

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📍 Nazareth, PA

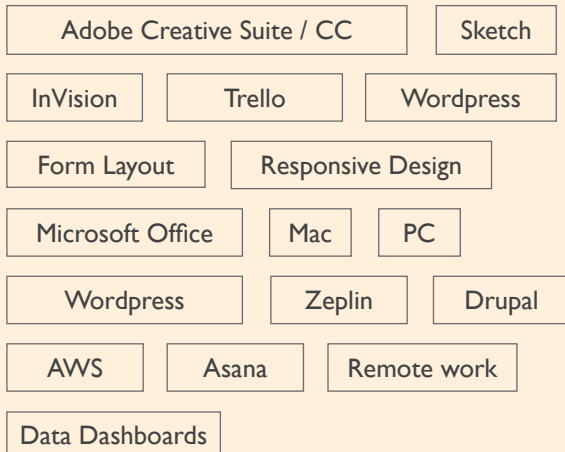
(commutable to NYC by bus to Port Authority or WTC)



PROFILE

Passionate designer with more than nineteen years experience working in the design industry. Skilled in UI/UX, web design, page layout, corporate identity, visualizing business processes and creating design systems. Solid experience developing design language and responsive design breakpoints for desktop, tablet and mobile.

TECHNOLOGIES



FAMILIAR WITH FRAMEWORK



EDUCATION

Art History

Arizona State University

Herberger College of Fine Arts 📅 5/2006

BA in Art History

3.7 GPA

EXPERIENCE

Contract Senior UI/UX Designer

Zenda Consulting

📅 02/2019-12/2019 📍 Raritan, NJ

As a Contract Senior Designer for Zenda Consulting, I led the user-centered design team on a contract at Johnson & Johnson Technology Services where I created a vision and new features for the development of an enterprise application with a responsive design for desktop and mobile. My work varied from research and data modeling to user testing and user flows/journeys, wire framing and interactive prototypes using InVision and Sketch. Once that information was distilled I led the team to reinvision the UI and visual elements of the application. Heralded the design with development team to implement in an Agile environment delivering HTML and CSS via Zeplin. I reviewed resumes for potential hires and interviewed potential candidates for new positions.

Contract Visual/UX Designer

Adorn Creative

📅 2018 📍 Nationwide

Visual and UI Design on a contract basis from a remote location. My workload included projects for clients across the United States including The Himalayan Institute, Moka Origins, Black and Brass Coffee Company, My Favorite Art Place, Central Park North Orthodontics, W Orthodontics, Leadit Marketing, Spencer Printing, Verizon Wireless and Union Works. I created digital content using Adobe Creative Cloud programs and developed wire frames and interactive prototypes using InVision and Sketch.

Lead Visual Digital Designer

SIMONA AMERICA, Inc.

📅 10/2017-10/2018 📍 Scranton, PA

As Visual Designer for the Corporate Marketing department, I led visual design on an interdisciplinary team that was responsible for the development of concepts for the SIMONA America and Boltaron brands. I designed collateral materials such as email marketing, website images, brochures, posters, and invitations. Converted existing brand products into digital products including website ads, email blasts, social media images, and presentations using Adobe Creative Cloud and Sketch. Managed schedule and delivery of print and digital ads for the SIMONA America and Boltaron brands.

Lead Visual/UI Designer

Himalayan Institute

📅 02/2016-10/2017 📍 Honesdale, PA

As Member of the Creative Services Team, I led the design of digital and print products for the website, social/email campaigns, gated content, iconography, color schemes, and responsive design breakpoints. I designed low fidelity prototypes in Sketch and Adobe XD and worked with the development team to provide UI study, test and implement the website, and email marketing products. Managed all digital marketing assets (website, email, social media and gated content) video templates, and direct mail pieces. Developed photo concepts and directed photoshoots and editing. Managed marketing projects and reported relevant data to stakeholders, wrote social media posts, purchased Facebook ads, set up Google Adwords, monitored Google Analytics.

MOST PROUD OF

★ Himalayan Institute design language, iconography, typography, color schemes, and responsive design breakpoints for website and paid content blog launch which captured 300 new subscriptions in the first year.

★ Successful launch of updated branding for Boltaron, Inc. at the Aircraft Interiors Show in Hamburg Germany.

COURSES

UX Management

Multi-Device Design

Design Thinking

Psychology of Interaction Design

Tufte Information Design Seminar

Plain Language

Designing Across Cultures

AWARDS

DHS S&T Undersecretary Award,
July 2015

MEMBERSHIP

Interaction Design Foundation

AIGA

EXPERIENCE

Visual Designer

Bayfirst Solutions

📅 01/2014-01/2016 📍 Washington, DC

As a communications and outreach consultant, I supported the Department of Homeland Security, Science and Technology Directorate (DHS S&T), Cyber Security Division (CSD) Front Office and U.S. Coast Guard Recruitment Command, Advertising Division. Client support included social media content development, report design, website content management (Drupal CMS), SEO, Google Analytics reporting, conference planning, external outreach/media coordination, branded material development, art direction and graphic design.

Visual Designer

Booz Allen Hamilton

📅 01/2009-01/2014 📍 Washington, DC

As a communications and brand management consultant for DHS S&T, Chemical and Biological Defense Division (CBD), The Office of Health Affairs (OHA), The Consumer Financial Protection Board and U.S. Army, Warrior Transition Command. Advised high-level management on visual communication of complex scientific, and medical information to a variety of audiences including Capitol Hill for budget justification and brand visibility. Managed all design team projects and hours budget and design products for presentation to clients. Lead designer on the Warrior Transition Command website redesign. High visibility of work for CBD and OHA that led to follow on work from two additional divisions in S&T. Received multiple client and team awards for high-quality work and budget impact.

Graphic Designer

Central Intelligence Agency

📅 02/2007-01/2009 📍 Washington, DC

As a member of the Presidential Daily Briefing team, produced intelligence graphics for the White House and other key policy makers. Produced publications for dissemination to the National Intelligence Community and foreign allies.

Contract Art Director

PetSmart, Inc./Aquent

📅 04/2006-11/2006 📍 Phoenix, AZ

As an art director of the State Line Tack Catalog, I provided art direction for the Gift, Fall and Spring catalog. Managed content and a team of three designers and reengineered workflow standards and processes. Participated in product turnover meetings, designed concept of catalog template, cover and advertising initiatives achieving the goal of upholding the State Line Tack Brand and reducing errors from previous catalog run.

Intern

American's for the Arts-Public Art Network

📅 01/2006-05/2006 📍 Phoenix, AZ

As an intern I planned national public art pre-conference activities. Responsibilities included the development of pre-conference budget, speaker contracts, and additional event planning and logistics. Designed and developed content for marketing and advertising materials to promote National Public Art Year in Review and pre-conference.