annafriemoth@gmail.com
(917) 749-3534
annadoesdesign.com
linkedin.com/in/annafriemoth

ANNA
FRIEMOTH

I'm a product designer with a background in photography. With over 10 years of professional experience, I am known for my advanced color sense and composition. Adept at Figma, Sketch, InVision, collaborative problem solving, remote user testing, and mobile application design. Excellent at developing concepts, taking initiative, and resolving problems, and capable of owning the entire design process.

Flatiron School
UI Design
New York, NY
2020

Maryland Institute College of Art
BFA, Photography
Baltimore, Maryland
2012

Central Saint Martins
Fashion Communication
and Promotion
London, UK
2011

Skills
Remote User Testing
Visual Design
Interactive Prototyping
Design Systems
High Fidelity Design
Desirability Testing
Photo Editing
Competitive Analysis

Tools
Figma
Sketch
Invision
Photoshop
Lightroom
InDesign
Google Suite

Niwa, UI Designer
May 2020, Contract, Remote
+ Conducted competitive analysis and synthesized findings in a presentation to the leadership team
+ Used competitive research to identify patterns to emulate and opportunities for differentiation
+ Created sketch mockups and built interactive prototypes with InVision
+ Facilitated three rounds of remote user testing and incorporated feedback from end users and project stakeholders
+ Presented feedback and design concepts to stakeholders
+ Created design system

Freelance Photographer
January 2013 - Present , New York, NY
+ Responsible for all aspects of photography including casting, styling, production and post-production
+ Exhibited internationally and featured in major publications

Usdan, Lead Teacher
June 2016 - August 2016, Wheatley Heights, NY
+ Taught mobile photography and video for social media to students of various ages
+ Created fun and engaging curriculum based on research and testing

Authentic PreOwned, Ecommerce Photographer
February 2014 - June 2016, New York, NY
+ Responsible for creation of written content, photography, and post-production