

## Leslie Anders *Experience Designer*

Phone: 845.667.9422

Email: leslie@leslie-anders.com

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Award-winning experience designer provides team leadership while partnering with clients to achieve business goals. Experienced at cross-functional work using “Agile” methodologies to link business requirements, complex technologies and user needs; catalyzing lasting gains in team morale, efficiency, collaboration, and creativity. Empathizes with end-users to gain understanding of needs in projects. Innovative and logical thinker; creates clean, intuitive graphic interfaces with an exceptional work ethic and high-quality deliverables.

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### Soft & Technical Skills

- UX Evangelism & User Advocacy • Effective Communication • Team Leadership • Brand Strategy & Development
- Process Change & Improvement • Design for Mobile • Agile • Human Factors & Usability • Strategic Planning
- Graphic Design • Typography • Photography • Creativity & Visual Refinement • User Testing • Apple & PC Platforms
- Adobe Creative Suite • Balsamiq • Axure • Omni Graffle

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### Experience & Achievements

#### ■ Consulting UX Designer (Freelance), NY Metro Area *Independent*

**02/2013–Present**

Reported directly to CTO, tasked with re-architecting back-end platform to reduce man-hours, time to market, increase productivity and profitability.

- Gathered requirements through stakeholder interviews & observation, analyzed business needs
- As IA, restructured site, assigned hierarchy and logical groupings, eliminated redundancies
- Created wizard-like process flows to reduce errors and aid in task completion
- Collaborated with development team to achieve buildable solutions
- Directed and mentored visual designer in integration of visual design and usability
- Fixed consumer site invitation process — increased user completion, capturing more data and leads

#### ■ Lead UX Designer (Contract), House Party, Inc., Irvington, NY

**05/2012–02/2013**

*Social media company combines digital, word-of-mouth & experiential marketing to build brands, drive sales; ~50 employees*

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#### ■ Lead UX Designer (Contract) Framehawk, Inc., San Francisco, CA

**01/2012–04/2012**

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*VC-funded start-up bringing breakthrough mobility securely to enterprise business; ~\$17M venture funding; ~43 employees*

Based out of the New York office, was the sole User Experience Designer. Partnered with clients to translate their enterprise application needs to iPad, adapting legacy software to behave naturally on a touch surface.

- Clarified existing ad-hoc gesture set to align with iOS defined best practice gestures while defining new gestures that naturally expand iOS set
- Lead workshops with clients to gather requirements and come up with a solution to port both legacy and newer built applications to touch interface environments
- Designed default skins (look & feel) as well as alternate skins and custom skins for clients
- Support sales team by creating before & after presentation utilizing screen shots to quickly mock-up a possible solution
- Worked with off-shore development partners ensuring code matched specifications

### ■ **Usability Engineer** (Contract), Standard and Poor's, New York, NY **10/2011–12/2011**

*Leader in market finance indices (S&P 500); provider of independent credit ratings; ~\$2.6B annual revenue; ~10K employees*

Translated paper process for proof-of-concept of the “ratings questionnaire” into a web-based solution by building an Axure prototype.

### ■ **Imagineer** (Contract), Medco Health Solutions, Inc., Franklin Lakes, NJ **12/2010–10/2011**

*Fortune 35 pharmacy benefits manager, nation's largest mail order pharmacy; ~\$60B annual revenue; ~23K employees*

Member of team tasked to design the future of Medco from the ground up, unconstrained by current technologies.

- Designed conceptual prototype for an iPhone app
- Visualized high-level scenarios with business process teams to identify process and data overlaps across work streams
- Created comps for corporate site
- Brainstorm ways to engage users “wider and deeper” within Medco applications

### ■ **User Experience Designer**, Automatic Data Processing, Inc., Roseland, NJ **12/2008–12/2010**

*Among the largest business solution outsourcing firms; ~570K clients ~\$9B annual revenue; ~40K employees worldwide*

Coordinate business analysts, developers, and usability researchers to design and integrate features into enterprise-level web applications within tight timeframes. Ensure processes and interactions are intuitive, effective, and compliant with corporate standards. Assist in testing, collection and analysis of user insight during usability studies.

- Spearheaded dynamic “feature team” process to increase adherence to deadlines using “Agile” methods resulting in: increased efficiency and productivity for 2 teams; requested for leadership role for a third team
- Lasting impact: created greater camaraderie among team members; facilitated quicker team understanding of project requirements
- Coordinated with Business Analysts and leading security firm to increase security of self-service user registration while ensuring higher benchmarks in user experience: increased success and ease of password retrieval (80% failure rate before fix)
- Eliminated redundant, time-consuming support calls for password recovery by empowering the end-user

### ■ **User Interface Designer / Information Architect**, Netsoft USA, New York, NY **03/2007–10/2008**

*Strategic technology company focused on healthcare and financial services; Privately-held; ~30 employees*

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First designer hired for UX team, improved integration of design concepts into company ethos as it grew from “back-end shop” to full strategic partner. Deliverables included logo design, site maps, wireframes, UI specs and style guides.

- Fostered respect and camaraderie between back-end development team and UX, leading to effective collaboration and client satisfaction by delivering presentation on the importance of visual design and the user experience to realize products’ potential
- Honored with prestigious “Microsoft Excellence in Application Platform Optimization Award” for Exceptional User Experience contributions as the Information Architect and Experience Designer for Personal Umbrella Liability System for Navigators Insurance
- Assisted Equity Health Partners (CareHub) to define their brand; created a conceptual prototype for investor presentations to secure vital VC funding

### Earlier Career Highlights

■ **User Interface Designer**, Dow Jones Local Media Group, Inc., Campbell Hall, NY **03/2005–11/2006**  
*Operating as Ottaway News Media, held 14 community news sites around the U.S.; ~2,000 employees.*

Hired as sole web designer for new centralized corporate web team, entrusted to redesign 14 news sites in 12 months and ensure compatibility with new content management system; developed templates for ease of future updating; judiciously interacted with 14 independent webmasters who formerly operated without corporate input. Branded, designed and coded destination guide website in 6 weeks for Nantucket audience.

■ **Web Designer**, Cultural Heritage Alliance; Philadelphia, PA **03/1998–07/2002**  
*Educational tour company leading students and teachers around the globe; Privately-held; ~30 employees*

Created all marketing materials: from catalogs to direct mail to bus signage, for international tour company. Eliminated ~\$40,000 consultant fee by self-teaching Dreamweaver and building 200+ screen website. Drew 135+ travel itinerary maps in Illustrator. Simulated web calls efficiently with static screens describing tours.

■ **Senior Art Director**, Columbia House Music Clubs; New York, NY **10/1992–11/1997**  
*Mail-order music and media company boasting a membership of 16 million; promotions reaching millions weekly*

Promoted 3 times within 5 years for key contributions including: designed the first two in-house direct mail packages to be chosen as controls (yielding a 19% increase in responses) and creation of first iteration of the CD-ROM Club website that became the standard format for the other clubs to follow.

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### Education & Training

- **Rutgers University**: Mini-Master of Human-Computer Interaction; New Brunswick, NJ
- **Pratt Institute**: Master of Professional Studies in Design Management (75% Coursework Complete); New York, NY
- **The Cooper Union for the Advancement of Science and Art**: Bachelor of Fine Arts; Graphic Design and Photography (full four-year scholarship), New York, NY
- **Die Kunstgewerbeschule/Basel School of Design**: 1-year study abroad; Typography & Graphic Design (full scholarship), Basel, Switzerland (most instruction in German)

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### Awards & Associations

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- Triple award winner from Suburban Newspapers of America:
  - *Best Web Site Architecture & Overall Design*
  - *Best Overall Local News Web Site*
  - *Best Local Community Web Site*
- Microsoft Excellence in Application Platform Optimization, User Experience Usability Professionals Association
- Submission reviewer for the UPA 2011 International
- Membership: UXPA; AIGA