



Anna Woishek

UX Designer • Visual Designer

Middletown, Rhode Island
401.318.2199
anna@studiovoo.com
studiovoo.com

User-experience designer adept in researching and identifying consumer needs and incorporating the best possible solutions into user-centered designs.



SKILLS

Software skills

CC Creative Cloud (XD, Photoshop, Illustrator, Dreamweaver, In Design...), Sketch, InVision, Axure RP, Lookback, Bootstrap, HTML 5, CSS 3, PHP, javascript libraries, Wordpress, Sublime Text, Action Script 3.0, Final Cut, Quark Express, Microsoft Office, Keynote, Google Analytics, Google Webmaster Tools, Mac and PC, Jira and Confluence

UX skills

Competitive evaluation, concept modeling, card sorting, contextual inquiry, diagramming, facilitation, heuristic evaluation, interviewing, personas, scenarios, sitemaps, sketching, surveying, task flows, usability testing, wireframes, high and low fidelity prototyping, moderated and unmoderated testing, reporting

EXPERIENCE

Sept 2019 – present

UX/UI Designer (Consultant)

– CVS Digital Experience
Woonsocket,
Rhode Island, USA

I work as a part of a large UX team on digital improvements to CVS.com.

August 2018 - July 2019

Lead UX/UI – HSBC

Kraków, Poland

I worked as a Lead UX/UI in a large, multidisciplinary, global team that developed financial solutions to satisfy PSD2 European directive requirements. We used scrum and agile methodologies to deliver scalable, reusable financial products.

April 2018 – July 2018

Senior UX Designer (Consultant)

– CVS Digital Experience
Woonsocket,
Rhode Island, USA

I worked as a part of a large UX team on a digital initiative to introduce new and existing customers to a subscription based service (CVS CarePass) that was released in July 2018.

May 2016 – Feb 2018

UI/UX Designer

– Embrace Home Loans,
Middletown,
Rhode Island, USA

- Primary UX contributor to Embrace Home Loans Online Loan Application and Client Portal, which brought strong marketable benefits to the company, significantly increased online conversions, customer satisfaction and decreased time spent by Loan Officers on support phone calls,
- Identified several usability issues by conducting a quick heuristic review
- Designed features starting at the whiteboard and wireframing in Axure, XD, and Illustrator
- UI designer and front-end developer for Online Application (Bootstrap, JavaScript libraries)
- Conducted user interviews & testing, A/B testing, surveys, etc.

- User segmentation/persona creation based on google analytics and user research
- Created user flows and clickable prototypes in Dreamweaver and XD
- Collaborated with PMs, engineers, analytics team and copywriters
- Presented ideas to stakeholders, created presentations and demos
- Agile process

Nov 2015 – May 2016
Senior Graphic Designer
/ Assistant Supervisor
 – Embrace Home Loans
 Middletown,
 Rhode Island, USA

- managing a team of production designers
- graphics design and production supervision
- project management
- web graphics design and production
- communication with vendors

Jun 2014 – Oct 2015
Chief Creative Officer
 – HappyNest,
 Providence,
 Rhode Island, USA

- established consistent branding and online presence
- UX/UI design, responsive web design & front-end development (graphics, HTML5, CSS 3, Bootstrap, jquery), cross-browser testing
- design and development of responsive email templates, testing and deployment, custom font based on the svg icons to be used online and in print
- design of various print pieces and print production /supervision
- involvement in translating business objectives and helped to design financing pitch
- responsive web design

Mar 2009 – May 2009
Contract Designer
 – FM Global , Johnston,
 Rhode Island, USA

- web design & development
- supporting Learning Designers in developing tools and presentations

2004 – present
Freelance Designer

LIST OF SERVICES:

Web Design & Development - UX/UI design, layout design, front-end development, flash, Wordpress, Shopify, digital marketing campaign management, google analytics, light SEO, responsive email design and development, cross browser/platform testing, usability testing, light video editing, gif animations, svgs, web font creation

Graphic Design - logo design, branding, print design and production, photography, studio photography, package design, vector illustration

Aug 2009 – May 2012
Web Design Associate
 – ADP/ BZ Results,
 Coventry,
 Rhode Island, USA

- UI design, prototyping layouts and designs
- web design & development (graphics, html, css, flash animations, action-scripting 3.0, jquery)
- created customizable website themes to be used under a custom CMS

Feb 2007 – Nov 2008
Graphic / Web Designer
 – Duffy & Shanley, Inc.,
 Providence,
 Rhode Island, USA

- web design & development (graphics, html, css, flash animations and action-scripting 2.0), basic CMS, client relations
- email campaigns design and production (html, css, animated gifs), deployment and reporting
- graphic design & print production, illustration
- online banner campaigns design & production
- package design

SELECTED CLIENTS: Foster Grant, US Mills, Swarovski, Greyhound/ Peter Pan, National Grid, Kaspersky, Hasbro, Anthony & Sylvan Pools, Gaga's

June 2006 – Feb 2007

**Visual Communication
Manager**

– RXinsider LTD,
West Warwick,
Rhode Island, USA

- project management and customer service related to specific projects
- layout & proofing of all print work (design and pre-press preparation of company stationery, folders, flyers, mailers, press ads, trade show appearance: booths, handouts, badges, lanyards, etc.)
- updated the company branding of and prepared company's yearly publication for printing
- website design & development

Feb – May 2006

Scenic artist

– Walt Disney Studios and
Spyglass Entertainment,
Providence,
Rhode Island, USA

- credit: *Underdog*,
- I worked as a part of the scenic team to create movie sets.

Aug 2005 – Feb 2006

Graphic/ Web designer

– Daniel Chapter One,
Portsmouth,
Rhode Island, USA

- redesigned the information architecture and graphic layout of company web site, including illustration, photography and production
- initiated and established pay-per-click advertising campaign
- maintained and updated website
- created technical instructions for product usage
- designed and produced e-books and print promotional materials

EDUCATION

- **NN/g UX Certification / Interaction Design Specialty** (2017) / License UXC#1012871
- **NN/g UX Certification / Basic UX certificate** (2016) / License UXC#1012871
- Digital Marketing Foundations (2017) - Acxiom
- Continuing Education Marketing class at RISD, Rhode Island, 2009
- **Master of Art, Academy of Fine Arts, Department of Industrial Design, Krakow, Poland, 2004, Concentration in Graphic Design**
- Scholarship to the Department of Animation at Academy of Fine Arts, Zagreb, Croatia, 2003
- Scholarship to the Department of Graphic Design in Bratislava, Slovakia, 2002
- HTML / CSS / Javascript training, Krakow, Poland, 2004
- Pedagogical Academy - completed two years of MA program, Art Department, Krakow 1996/1998

CERTIFICATION



Interaction Design Specialty
UX Certification - Apr 2017
License UXC#1012871



Ongoing courses

UX Certificate - May 2016
License UXC#1012871



Digital Marketing Foundations -
Acxiom, April 2017

ADDITIONAL

LANGUAGES

- English (fluent)
- Polish (native)

Thank you for taking the time to look over my curriculum vitae.
I look forward to hearing from you.

Anna Woishek
anna@studiovoo.com
studiovoo.com