



Anna Woishek

UX Designer • Product Designer

Middletown, Rhode Island
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User experience designer adept in research, data analysis, consumer need identification and design of the best possible user-centered designs (UX and UI). Project manager.



SKILLS

UX skills Problem discovery, competitive evaluation, heuristic evaluation, workshop facilitation, leading brainstorming and facilitating stakeholders conversations. Journey mapping, task flows and reports creation, diagramming, wireframing, UI mock-ups creation, high and low fidelity prototypes creation and user testing. Adherence to UI guidelines and design systems creation.

Solid understanding of accessibility guidelines, copyrighting principles and research.

Experience with conducting user research: contextual inquiry, interviewing, creating surveys, moderated and unmoderated usability testing (usertesting.com, userzoom.com and in-person contributors acquisitions and management of recording sessions in Lookback), creating and presenting reports.

Project management.

EXPERIENCE

- Sept 2019 – present
Experience Designer, UX focus, Vertical Lead
– CVS Digital Experience
Woonsocket,
Rhode Island, USA &
remote
- I lead discovery of user needs and translate those into intuitive, easy to use, end-to-end digital experiences. I play a central role within the design process to ensure we're meeting requirements for an accessibility, content and enterprise design system guidelines.
- I partner with internal stakeholders to understand requirements architecture, technical possibilities and limitations to deliver best possible products. I keep an overview of work done within the vertical.
- 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 practices to deliver scalable, reusable financial products and components.
- April 2018 – July 2018
Senior UX Designer (Consultant)
– CVS Digital Experience
Woonsocket,
Rhode Island, USA
- I worked as a part of UX team on a digital initiative to introduce a new and existing subscription based service (CVS CarePass) to CVS customers. CarePass that was released in July, 2018.
- May 2016 – Feb 2018
UI/UX Designer and project lead
– Embrace Home Loans
Middletown,
Rhode Island, USA
- I led discovery, research, design and development integration for Online Mortgage Application and Client Portal for Loan officers which served as a data management tool. The tool played an instrumental role to the company's growth. This product significantly increased online conversions, customer satisfaction and decreased time spent by Loan Officers on support phone calls,
 - Identified a severe amount of usability issues by conducting a design audit
 - Conducted research and identified areas of improvement
 - Created user segmentation/personas based on marketing research, google analytics and stakeholders interviews
 - Presented findings and solutions to stakeholders and Loan Officer's Management
 - I collaborated on architecture, created user journeys and wireframes

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

- Created clickable prototypes in Dreamweaver and conducted usability testing
- Collaborated with marketing, engineers, analytics and copywriter
- Presented ideas to stakeholders, created presentations and demos
- Managed a team of production designers/ production supervision
- Project management
- 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, vector illustration, print design and production, studio photography,

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

- 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

- User Testing Foundational Certification (2022)
- **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



User Testing Foundational
Certification

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 resume.
I look forward to hearing from you.

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