Anna Woishek

XD designer • Product designer • Researcher • AI certified

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Proven success leading digital product design for health and financial services organizations. A strategic, creative and technical designer who delivers insightful and innovative solutions that focus on user needs, optimize functionality and drive engagement. Trusted UX partner to cross-functional teams and leadership who skillfully translates business requirements into digital experiences that elevate brands and increase customer satisfaction. Recognized as a strong communicator and personable leader who facilitates projects, processes and workflow for high-performing design teams. Fluent in English and Polish.

KEY SKILLS

Digital Product UX Strategy • User Experience Design • Planning & Execution • Research & User Testing • Data Analysis • User-Centric Focus • Critical Thinking • Storytelling • Facilitation • Stakeholder Management • Cross-Functional Collaboration • Relationship Building • Project Management • Agile Methodologies • Team Leadership • Design Systems • Visual Design • Communication • AI

TECHNICAL SKILLS

Figma • Sketch • Miro • Mural • Lucidchart • Adobe Suite • Microsoft Excel • Microsoft Powerpoint • Airtable • Survey Monkey • usertesting.com • userlytics.com • lookback.com • HTML • CSS • JavaScript Libraries • Bootstrap Libraries • CMS - Wordpress and Shopify • Front-End Development

PROFESSIONAL EXPERIENCE

Johnson & Johnson | Remote & New Brunswick NJ, Nov 2023 - Present

Senior User Experience Designer - Contract

I lead the UX efforts for the ISRM and xIAM teams, focusing on launching new products like J&J Identity, which features login and authentication based on the Okta solution, and the J&J One Access Portal. My work prioritizes user-centric approaches to ensure a seamless and intuitive experience for our users.

CVS Health | Woonsocket, RI, 2018, 2019 – Oct 2023

User Experience Design Lead

Leads digital experience design initiatives within the enterprise's digital team. Translates business requirements, user needs informed by research and analytics into compelling user-centric digital experiences. Partners with internal stakeholders to align technical and business needs while prioritizing the user experience through the use of research, accessibility standards, enterprise UI and content guidelines. Collaborates with cross-functional teams to ensure seamless implementation of design. Presents to managements and stakeholders. Involved in hiring and onboarded new employees and mentored junior designers in UX best practices.

- UX design lead and vertical lead for mobile device platform for MinuteClinic, achieving multiple business goals and successes during 2 year project by:
  - Enabling patient pre-registration and check-in during COVID-19 pandemic from their device before the visit, resulting in 2.4M visits, 14.7K aactive daily users and 78% completion rate within first three months.
  - Driving ongoing design iterations to enhance customer experiences and improve efficiency for in-person appointments.
  - Supporting implementation of optical character recognition (OCR) technology and real time eligibility (RTE) into pre-registration tool, capturing insurance information to enable faster verification of patient insurance coverage and saving up to 8 minutes of provider time.
  - Overhauling legal consent process for mobile registration, streamlining content and user interaction to improve customer experiences while supporting mobile-first strategy.

- Leading design effort to integrate logic to support returning users in the pre-registration tool, driving efficiencies during online pre-registration and improving customer satisfaction, as well as helping the team to organize and prioritize work ahead of next iteration.
- Guided UX design effort and implementation of new health services pages on MinuteClinic.com to support better navigation and discovery of telehealth services while enabling easier access to scheduling.
- Led UX design for a landing page for Telehealth product launch to improve patient understanding of care options and align with current business offerings and goals.

Progressive roles at CVS Health included:
- Senior User Experience Designer, 2019 – 2021
- Senior UX Designer (contractor), 2018

HSBC | Crakow, Poland, 2018 – 2019
Lead UX/UI

Led UX/UI design for the bank's initiative to comply with PSD2 directive which promotes innovation, competition and efficiency on the European financial market while increasing the level of security of electronic payments. Implemented design for HSBC's developer portal to enable external organizations to integrate HSBC's APIs into payment providers (such as FinTechs). Collaborated within a multidisciplinary global team using agile practices, with distributed team members in Crakow, Hong Kong and London.
- Successful implementation and pilot launch for developer portal, meeting critical deadline, enabling bank to comply with regulations and avoid fees.

Embrace Home Loans | Middletown, RI, 2015 – 2018
UI/UX Designer and Project Lead, 2016 - 2018

Managed discovery, research, design and development integration for this mortgage company with $230M in revenue. Conducted design and usability audits, stakeholder and user research and developed user segmentation/personas to improve online products and enhance customer experiences.
- Redesigned online mortgage application by overhauling UX/UI, leading to 80% growth in online conversions within first quarter and increasing marketable client base while reducing support calls and improving productivity.
- Revamped client portal (data management tool) utilized by loan officers and repeat customers, streamlining workflow for internal teams and enhancing functionality while increasing customer satisfaction.
- Developed strategy and pilot project to promote value of user testing with leadership, resulting in greater investment in testing tools and integration of usability testing into design projects.

HappyNest | Providence, RI
Chief Creative Officer

Led user experience, design, and marketing for this early-stage SaaS start up focused on a new shared economy concept: scheduling and coordinating laundry pickups, cleaning and returned delivery.
Established brand strategy and online presence through website design and development, creating and deploying email marketing campaigns and leveraging analytics to optimize marketing initiatives.
Worked with external print and digital vendors to improve marketing processes.
Developed a comprehensive pitch deck for presentations to potential investors and financiers.

ADP | Coventry, RI
Web Design Associate

Designed and developed front-end websites in Flash and created themes for custom CMS, presented creative work to clients and managed projects to ensure critical deadlines were met while meeting business objectives.

Duffy & Shanley | Providence, RI

Graphic & Web Designer

Provided creative marketing, design and development solutions for this integrated communications agency serving clients including Foster Grant, US Mills, Swarovski, National Grid, Greyhound/Peter Pan, Kaspersky, and Hasbro. Hands-on design and front-end development for websites, email marketing campaigns, print and digital advertising campaigns and product packaging. Leveraged creative design skills, illustration, and front end developement to design compelling digital and traditional campaigns to align with client objectives and business goals, and strengthened client relationships.

ADDITIONAL EXPERIENCE

Studiovoo - Owner & Freelance Designer | Poland & RI

RX Insider – LTD Visual Communication Manager | West Warwick, RI

Walt Disney Studios and Spyglass Entertainment – Scenic Artist | Providence, RI

Daniel Chapter One – Graphic & Web Designer | Portsmouth, RI

EDUCATION & PROFESSIONAL DEVELOPMENT

Master of Arts (MA) in Industrial Design, Focus on Visual Communication, Academy of Fine Arts, Cracow, Poland

Completed **two years of MA program in art instruction, Art** Department, Pedagogical Academy, Cracow, Poland

Certifications:

Designing and Building AI Products and Services with MiT xPro, 2024 • User Testing Advanced, 2022 • User Testing Foundational, 2022 • Enterprise Design Thinking Practitioner, 2020 • UX/Interaction Design Specialty – Nielsen Norman Group, 2017 • UX /Basic UX – Nielsen Norman Group, 2016 • Digital Marketing Foundations – Acxiom, 2017 • UX Strategy Credential – Udemy

COMMUNITY & MEMBERSHIPS

Instructor – Graphic Design and Digital Literacy for Adults – Newport Art Museum

Volunteer – Confetti Foundation, Lucy's Hearth

Member – Interaction Design Foundation; UXPA International; AIGA

Alumni – Nielsen Norman Group; Usertesting.com, MiT xPro / Emeritus