

## SENIOR UX DESIGNER

### SUMMARY OF QUALIFICATIONS

- Solid background in designing, system analysis, implementing, integrating, testing mobile and tablet devices on the Android platform as well as web-based systems in a collaborative environment.
- A highly analytical and innovative designer offering strong technical skills with experience in user-centred design, visual design, interaction design, information architecture, accessibility and web and mobile standards.
- Strong academic foundation includes a Diploma in Computer Software Development, Level 7 from Cornell Institute of Business and Technology and a Master degree in Art from Far East University of Humanitarian's Science with excellent academic achievements.
- Excellent communication, presentation and interpersonal skills.

### Core Competencies

User Experience Design • Product Design • User Interface Design • Interaction Design • Service Design • Research • Information Architecture • Usability testing • Prototyping • Project Planning

### TECHNICAL SKILLS

- **Languages/Methodologies:** *HTML, CSS, JavaScript*
- **Databases:** *Microsoft SQL Server 2008, MySQL, SQLite*
- **Frameworks:** *Bootstrap, Wordpress, Concrete5*
- **Software tools and Utilities:** *Sketch, Adobe Photoshop, Adobe Illustrator, Adobe XD, InVision, JIRA, Confluence, GA, Hotjar, Google tools*

### PORTFOLIO

<http://annabek.co.nz/>

### PROFESSIONAL EXPERIENCE

**Yellow New Zealand**  
**Senior Experience Designer**

Auckland, New Zealand  
September 2016 – Present

Yellow helps NZ businesses showcase themselves across a huge range of online channels, alongside print, mobile media as well as other Yellow products.

#### Responsibilities:

- Well versed in UX practices - user-centered design (UCD), interaction design (IxD), prototyping, information architecture (IA), workshop techniques, visual design, content strategy, user research, sketching
- Open to new tools and ways of working
- Self manage workloads and multiple projects
- Mentoring Junior Designers
- Manage upwards and keep project members up-to-date
- Build relationships in the company to improve process
- Knows the best practices for mobile and web and product design
- Is interested in technology beyond web and mobile

#### Achievements:

- Introduced some basic Lean methods into the process.

**YellowLabs / Yellow New Zealand**  
**UX Designer**Auckland, New Zealand  
November 2015 – September 2016

YellowLabs is the innovation arm of the Yellow Pages. We examine fresh ideas and cutting-edge technologies, experimenting with different processes, techniques and technologies to create new digital tools to help Kiwis get things done.

**Responsibilities:**

- Researching/conceptualizing/designing/overseeing Yellow's new suite of digital products (web and mobile)
- Project planning and facilitating
- Working with product team – developers, testers, analysts, senior stakeholders, marketing, etc.
- Thinking outside the box – being lean and innovative

**Achievements:**

- Optimized the work process with pattern library implementation.

**Two Tales**  
**UI/UX Designer**  
*Contract*Auckland, New Zealand  
June, August 2015 – September 2015

Two Tales is the social design company behind New Zealand's fastest growing crowdfunding platform, Givealittle.co.nz.

**Responsibilities:**

- Designing web and mobile applications from sketches to the final artwork
- Developing themes, wireframes, mock ups, prototypes
- Producing graphic content and assets for page layouts and site graphics

**Achievements:**

- Proud to be part of a fundraising tool that grows generosity for the benefit of all of New Zealand.

**WorldNZ**  
**UI/UX Engineer**  
*Contract*Auckland, New Zealand  
April 2015 – June 2015

WorldNZ provides a full range of Web Design, Development and IT services.

**Responsibilities:**

- Developing interface design, information architecture, user research, usability testing
- Developing wireframes, mock ups, prototypes
- Designing and developing websites utilizing the Agile system, abrading templates to the customer's requirement using Wordpress and Concrete5 frameworks
- Working collaboratively directly with business and technology stakeholders

**Achievements:**

- Assisted with focused effort to drive the web-design area of the business through the use of frame work-based designs.

**UI/UX Engineer**  
*Contract*Auckland, New Zealand  
November 2013 – February 2015**Responsibilities:**

- Developing UI interfaces from sketches to final release for mobile applications and websites.
- Creating wireframes, mock ups, prototypes, and HTML responsive visual designs based on the requirements of the client.
- Testing developed software, documenting processes accordingly
- Creating custom graphics such as icons, logos.

**Achievements:**

- Designed a very popular New Zealand app, which already has first place in Google Play when searching and more than 30,000 downloads since September 2014.

**Studio of Ideas**  
**Design Lead***Khabarovsk, Russia*  
January 2009 – September 2013

Studio of ideas is fast growing company, focusing on different areas of design. The main directions of this company are polygraph design, interior design and interactive design.

**Responsibilities:**

- UI/UX and Visual design from product conception to the final artwork based on client's requirements.
- Lead design presentations to customers.
- Managing sales and consultation with clients.
- Sought out and implemented new technologies.

**Achievements:**

- Conducted successful consultations with customers and effectively performed sales analysis to determine the most appropriate materials to use for manufacturing.
- Received excellent feedback from customers for excellence in the quality of design and products, and for professionalism shown during negotiations, which resulted in more referrals from previous customers and repeat business.

**Spectra DV**  
**Designer***Khabarovsk, Russia*  
September 2007 – December 2008

Spectra DV is a highly focused printing and design company, providing graphic design, personal and commercial printing services to many local and regional businesses with a friendly and professional team.

**Responsibilities:**

- Direct line of responsibility for multi-national projects. Handled all print media, banner creation, CD cover design, promo's flyers, and business cards.
- Branding projects.

**Achievements:**

- Increased customer base.
- Initiated, designed and successfully implemented new company branding

## EDUCATION AND PROFESSIONAL DEVELOPMENT

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CORNELL INSTITUTE OF BUSINESS & TECHNOLOGY, Auckland • 2014  
**Diploma in Computer Software Development, Level 7**

FAR EAST UNIVERSITY OF HUMANITARIAN'S SCIENCE, Russia • 2007  
**Masters of Art**

## REFERENCES

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References available upon request