



**annalisarecio**  
USER EXPERIENCE DESIGNER

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## UI/UX PROFESSIONAL PROFILE

### Highly knowledgeable in the following:

- Leading a UX and development team through task flows, whiteboarding, user personas, journey mapping, wireframes, pixel-perfect comps and interactive prototypes
- Mobile-first thought processes for data driven native iOS and Android applications
- Common application development life cycle methodologies such as Scrum sprints, Agile iterations and Waterfall
- Utilizing end-to-end UX core competencies: Information Architecture, Interaction Design, Usability Engineering, Visual Design and Prototype Engineering

### DESIGN

- Sketch
- Principle
- Axure
- InVision App
- Flinto
- Illustrator
- Photoshop
- Premiere Pro

### STRATEGY

- User journey mapping
- User testing
- Content audits
- User personas
- Competitive Analysis
- Information architecture
- Interaction design

## EXPERIENCE

### Senior User Experience Designer - Cox Automotive, Atlanta, GA December 2015 - May 2016 / October 2016 - Present

- Act as an internal consultant within The Mobile Product Delivery Group and provide specialized UX knowledge and best practice recommendations based on the latest trends
- Collaborate with development and product teams as well as the broader UX team throughout the design process
- Design the end-to-end user experience for iOS and Android applications through information architecture, user flows, low fidelity comps, high fidelity mockups and interactive
- Collaborate with development and product teams utilizing Agile processes and procedures

### Lead iOS User Experience Designer - IBM + Apple, Atlanta, GA May 2016 - October 2016

- Work in partnership with Apple as part of IBM's MobileFirst iOS team to build iOS enterprise applications
- Exercise a deep understanding of Apple's HIG, and UX best practices such as color contrast testing, dynamic type optimization, iOS appkit framework standardization, and abiding by accessibility guidelines
- Conduct in-person user workshop to obtain the golden thread, pain points and understand what a minimum viable product looks like

### Lead User Experience Designer - Hewlett-Packard, Alpharetta, GA July 2015 - December 2015

- Oversee UX design efforts for features and products from concept through development as team lead and Scrum Master for HP's Emerging Technology Group
- Build relationship with key stakeholders and product software groups to identify and resolve business issues
- Provide well-thought out, strategic design direction by defining the user experience for new and existing software products
- Effectively communicate design ideas, develop interaction models, create wireframes, and build mockups and prototypes

**User Experience Consultant - Slalom Consulting, Atlanta, GA**

**August 2014 – July 2015**

- Create high fidelity wireframes and convert to working prototypes for mobile and desktop applications
- Identify design trade-offs and alternatives; present findings, design concepts, and rationale to stakeholders and clients
- Create annotated wireframes and functional/interaction specifications
- Produce user-centered design solutions through collaboration with product owners, technical architects, business analysts and developers throughout the software development life cycle

**User Interface/User Experience Designer - LocumTenens.com, Alpharetta, GA**

**February 2014 – August 2014**

- Conceptualize and design wireframes and code framework for CRM (Customer Relationship Management) application built within a WPF framework utilizing XAML-based interfaces
- Participate in software development planning utilizing SCRUM/Agile methodologies
- Apply expertise throughout the development life cycle, including storyboards, wireframes, mockups and prototypes
- Develop rich user experiences for desktop and native mobile applications for iOS and Android using Xamarin and Xcode

**UI/UX Designer - State of GA | Office of Planning & Budget, Atlanta, GA**

**May 2013 – February 2014**

- Develop intuitive designs for ASP.NET-based mobile and desktop applications across various platforms
- Create storyboards, build prototypes, write specifications for developers to implement the UI design
- Participate in projects from the inception phase through final testing for programming errors and enhancements
- Build a comprehensive Brand Identity Guide of company's design standards for print and online mediums

**Director of Creative Development & Web Marketing - Ruth's Chris Steak House, Atlanta, GA**

**April 2009 - April 2013**

- Develop and manage franchise website for desktop and mobile
- Design, execute and assess email marketing campaigns for 10 restaurants, continuously resulting in open rate and reservation growth for a database of 62,000+
- Produce advertising creative in response to art requests and ongoing promotions
- Analyze effectiveness of monthly promotions and generate ROI spreadsheets
- Build and manage online presence via SEO marketing, social networking sites and on dining review sites

**Web Designer - SNAPS, Inc., Roswell, GA**

**September 2007 - March 2009**

- Generate accessible, scalable, and robust front-end web designs for workflow solutions
- Revamp corporate identity via branding of three newly formed divisions
- Focus on cross-browser compatibility, Search Engine Optimization, Google Ad words and quality assurance testing

**HONORS & AWARDS**

**Annual Cox Enterprise Hackathon**

January 2017- Atlanta, GA

1st Place

**AT&T Developer Summit Hackathon**

January 2015 - Las Vegas, NV

1st Place: Cisco Home Automation Challenge

2nd Place: Best Overall App

**Mobility Live Hack-Back**

September 2014 - Atlanta, GA

3rd Place

**EDUCATION**

**Associate in Arts, Graphic Design - Art Institute of Atlanta**

Atlanta, GA - June 2006

