Anna Niwa

User Experience Designer

I am a creative thinker and problem solver with a passion for studying why people do what they do. With a background in graphic design, I am able to bring together a strong aesthetic with design thinking methods to create products that are beautiful and useful, supporting business and user goals.

EXPERIENCE

2018- now
UX Designer
MercuryGate International, Inc, Cary, NC

- Work with other UX Designers, product managers, business analytic and professional services to understand user's needs and behaviors;
- Translate findings into usable, useful, intuitive, innovative, effective and efficient user experiences;
- Balance functional requirements with the client's goals and objectives to help ensure the ultimate success of the project from the user's perspective;
- Facilitated and participated in card sort exercises, white-boarding and design critiques sessions;
- Delivered and reviewed UX Designs with a multi-skilled design team to ensure effective and rich designs (great interaction, visual styling, and consistency etc.);
- Produced low-fidelity sketches, medium fidelity wireframes, created interactive prototypes, user flows, site maps, user interface specifications to facilitate communication of recommended solutions and provide guidance for developers;
- Currently co-creating a company style guide;
- Responsible for introducing the UX research to the company. Proposed several different tools and user research methods, working towards implementing them department-wide for daily use.

2017- 2018
UX Designer
All Set Startup, Raleigh, NC

- Identified opportunities for mobile application by conducting user interviews and competitors analysis;
- Defined project scope and strategy;
- Created personas to optimize user journeys, develop site maps to enable effortless navigation;
- Contributed to user-centered design (UCD) efforts, by producing accurate wireframes;
- Conducted user research and competitive analysis;
- Created customer journey map (CJM), user persona, user flow, interaction map, style guide;
- Managed usability testing. Defined testing parameters, created interactive prototypes, recruited users and facilitated tests;
- Translated information architecture, navigation, and process flows into beautiful and easy-to-use solutions, by partnering with app developers.

CONTACT

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UX TOOLBOX

- Wireframes
- Prototyping
- Interaction Design (IxD)
- Information Architecture Design
- User Interface Design (Typography, Color Design, Branding, Icon Design, Layout)
- User Research (Interviews, Contextual Inquiry)
- Competitor Analysis
- Website Analytics
- Personas
- Heuristic Evaluation
- Scenarios / User Stories
- Customer Journey Mapping
- Site Maps
- Card Sorting
- Usability Testing

TECHNOLOGY STACK

- Sketch App
- Adobe XD, Photoshop, Illustrator, InDesign, PremierePro
- Invision App
- Marvel
- UXPin
- CMS website design
- Optimal Workshop
- Lucidchart
- Jira

2017
UX Designer Internship
A. Brothers Associates, Raleigh, NC

- Identified opportunities for improving web presence by completing heuristic evaluation.Efforts drove the following enhancements:
  - Create more intuitive site navigation by eliminating misleading labels;
  - Identification and elimination of usability issues, e.g., replacement of vague objectives with clear calls to action;
  - Improve the consistency of visual elements;
- Helped improve information architecture, content structure, and naming by conducting card sorting and tree testing;
- Defined testing parameters and completed competitors analysis;
- Conducted stakeholder interviews;
- Delivered UI and visual design for web;
- Introduced principles of user-centered design to the website redesign project;
- Produced wireframes, mockups, and interactive prototype;
- Conducted usability testing (card sorting, tree testing).

2015- 16
Art Gallery Director
CurrentArt.Space, Krakow, Poland

- Defined and created company concept and brand identity;
- Built e-commerce and portfolio websites using CMS;
- Defined information architecture and content structure for websites;
- Delivered UI and visual design for website;
- Planned and implemented exhibition programming;
- Developed and maintained relationships with artists, art organizations, and clients;
- Managed long term and short term gallery operations;
- Managed four full-time employees as well as gallery volunteers.

2014- 15
Gallery Manager
LASEM, Krakow, Poland

- Developed an idea of independent art space for artists;
- Created brand identity and designed the website;
- Defined information architecture and content structure for websites;
- Delivered UI and visual design for web;
- Managed team and processes around event organizations.

2013
Graphic Designer
BAS, Istanbul, Turkey

- Designed visual identity of exhibitions - print and digital;
- Updated website and archive;
- Photographed artwork;
- Helped organize gallery events.

EDUCATION

2012- 15 Pedagogical University
Krakow, Poland
Master of Fine Art
Art & Graphic Design Department

2011- 12 ESAD College of Art & Design
Porto, Portugal
Erasmus Scholarship Student
Graphic Design Department

2009- 12 Pedagogical University
Krakow, Poland
Bachelor of Fine Art
Art & Graphic Design Department

2008- 09 Publishing School College
Krakow, Poland
Graphic Designer

SOFT SKILLS

- Creativity
- Curiosity
- Problem-solving
- Analytical thinking
- Verbal and written communications
- Time management
- Leadership
- Strategic thinking
- Excellent people skills
- Process oriented
- Self-driven

COMMUNITY ENGAGEMENT

- AIGA, Raleigh-Durham
- Triangle UXPA, Raleigh-Durham
- Explore UX, Raleigh-Durham
- Ladies that UX, Durham
- STC Carolina, the Triangle Area

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