



Ann Radcliffe Design & Direction | Project Management

206-920-8374 | ageradcliffe@gmail.com | annradcliffe.com | linkedin.com/in/annradcliffe

EDUCATION

B.A. in Digital Technology & Culture

Washington State University Vancouver

Minor in Psychology

August 2020 Summa Cum Laude

Web Application Developer Certificate

Edmonds Community College

June 2016

EXPERTISE

Art Direction

Project Management

UX/UI Design

User Research

Wireframing

Prototyping

User Testing

Data Analysis

Front-end Web Development

Digital Asset Management

Technical Writing

Multimedia Design

Animation

Illustration

TECHNICAL SKILLS

Development | HTML5, CSS3,

JavaScript, jQuery, React, Adobe XD,

Figma, Balsamiq, WordPress, MySQL,

phpMyAdmin, Unity

Multimedia Design | Adobe InDesign,

Illustrator, Photoshop, After Effects,

Premier Pro, Autodesk Maya

Marketing | MailChimp

Management Systems | Slack, Basecamp

VOLUNTEER WORK

Experience Wellness

Sept. 2016 – Dec 2019

Creating branding, online presence, and marketing materials for a non-profit

Edmonds Comedy Night

Dec. 2013 - Present

Developed and maintained a website for comedy show benefiting the children of the Edmonds School District in Edmonds, Washington

PROFESSIONAL EXPERIENCE

Project Manager - Contract

Dec. 2019 - May 2020 | Parks for Clark | www.parksforclark.org

An interactive web-based environment, brand identity, and social media marketing plan for the Parks Foundation of Clark County

- Led remote cross-functional teams to develop, design, and implement a media-rich website and social media marketing strategy
- Designed sitemap and content structure
- Managed workflow, maintained the team's focus on stakeholder's mission goals throughout all stages of the project development

Project Manager - Contract

Oct. 2019 - Dec. 2019 | Clark County Historical Museum's Usability Report Recommendations for improving the user experience and user interface of Clark County Historical Museum's website

- Led and collaborated with cross-functional teams to develop a report
- Defined deliverables and schedule for each team
- Oversaw A/B testing and user survey development
- Performed user research and analyzed data for usability requirements

Branding and UX/UI Specialist - Contract

Apr. 2019 - Aug. 2019 | ToolBelt - Vancouver, WA

Led the design vision of this tech start-up company, and helped set the product direction for the launch of their mobile app

- Collaborated on the redesign and UX/UI of mobile App
- Created brand identity and developed style guide to help control branding within all marketing channels
- Conceptualized and designed in-store and out-of-home merchandising

Web Content Specialist

Oct. 2008 – Oct. 2010 | New Roots Organics - Seattle, WA

Played an instrumental role in migrating static website into a database-driven e-commerce enabled site at a remote compacity

- Managed, created, and populated content for front-end and back-end of new site
- Developed user manuals and documentation for future users
- Created branding, print and web advertising campaigns

Branding and UX/UI Specialist - Self-Employed

Oct. 2002 - Oct. 2017 | Creative Hubhub - Seattle, WA

- Collaborated with stakeholders to produce ad campaign strategies for a variety of products and services
- Developed sitemaps, wireframes, and user interface designs for mobile and desktop websites

Art Director and Web Designer

Sept. 1998 - Sept. 2002 | Strum - Seattle, WA

- Conceptualized and designed new products, e-commerce website, email campaigns, catalogs, direct mail, in-store and out-of-home merchandising
- Directed photographers and freelance designers on product development
- Developed efficient workflow processes for fast-growing agency