# Ann Radcliffe
## Senior Visual Designer + UX Designer
annradcliffe.com | linkedin.com/in/annradcliffe | ageradcliffe@gmail.com | 206-920-8374

## Qualifications

- A versatile, analytical, and highly-motivated problem-solver, leveraging years of experience in designing branding, advertising, responsive websites, products, and user experiences
- Passionate about collaborating on teams with clients, stakeholders, and other members sharing the experience of translating business strategies into beautiful and appealing visual designs
- Skilled at creating a compelling user experience, a clear information architecture, and an on-brand content strategy while advocating for the user, for simplicity and clear call-to-action
- Knowledgeable and practiced in front-end technologies and able to effectually communicate with remote teams including stakeholders, marketers, managers, designers, and developers
- Highly-adaptable, empathetic, self-directed, and capable of managing shifting priorities between multiple projects

## Technical Skills

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| **Adobe Creative Suite:** XD, PhotoShop, Illustrator, InDesign, After Effects, Premiere Pro | Figma HTML CSS | JavaScript jQuery WordPress | MailChimp Basecamp Autodesk Maya |

## Expertise

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|---|---|---|---|
| UX/UI Design | Information Architecture | Logo & Icon Design | Content Management |
| Responsive Web Design | Wireframing | Illustration | Project Management |
| User Research | Prototyping | Animation | Technical Writing |

## Work Experience

**Project Manager** - Contract        **Parks Foundation of Clark County** - Vancouver, WA | 12/2019 – 05/2020

- Led remote cross-functional teams to develop, design, and implement a media-rich website and social media marketing strategy
- Created a project proposal, sitemap, and site structure outline for presentation to executives and other stakeholders
- Managed and maintained the team's focus and workflow to meet goals throughout all stages of the project's development
- Preformed as the main advocate for the users' experience and collaborated with stakeholders to achieve project requirements
- Oversaw A/B testing and user survey development

**UX/UI and Branding Specialist** - Contract        **ToolBelt** - Vancouver, WA | 04/2019 – 08/2019

- Led the design vision of this tech start-up company for the launch of their B2B mobile app
- Collaborated on the redesign and UX/UI of mobile App
- Created brand identity and developed a style guide to help control branding within all marketing channels
- Developed a React component for mobile app to track user channel data

**UX/UI and Branding Specialist** - Co-Owner        **Creative Hubbub** - Seattle, WA | 10/2000 – 12/2017

- Engaged directly with stakeholders to envision, plan, and execute a variety of B2B and B2C projects for print and web applications
- Developed sitemaps, wireframes, and user interface designs for mobile and desktop websites
- Performed front-end coding, design, and content edits directly in the content management interface as an admin

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## Work Experience

### Web Content and Branding Specialist      New Roots Organics - Seattle, WA | 10/2008 – 10/2010

- Played an instrumental role in migrating static website into a direct to consumer subscription-based e-commerce website at a remote compacity
- Managed, created, and populated content for the front-end and back-end of the new site
- Accurately and efficiently input all sensitive customer data prior to initial launch
- Produced user wikis and documentation for future users
- Performed QA and collaborated with the developer to identify and resolve any issues that arose
- Developed branding, and created print and web advertising campaigns

### Visual Designer and Web Designer      Strum - Seattle, WA | 09/1998 – 09/2002

- Conceptualized and designed new products, e-commerce website, email campaigns, catalogs, tradeshow booths, direct mail, packaging, in-store and out-of-home brand merchandising
- Responsible for user experience, information architecture and the development of website designs
- Directed photographers, freelance designers, and production artists on product development
- Developed efficient workflow processes and guidelines for fast-growing agency
- Produced content management system for visual assets, copy, products, and vendor specifications
- Created SKU code system and database for products

## Volunteer Work

### Visual Designer and Web Designer      Experience Wellness - Santa Cruz, CA | 09/2016 – 02/2020

- Created branding, online presence, and marketing material for a non-profit with a mission to provide complementary and integrative medicine to the poor, distressed or otherwise underprivileged

### Web Designer and Developer      Edmonds Comedy Night - Edmonds, WA | 12/2013 – 12/2020

- Designed and developed website for comedy show benefiting the children of the Edmonds School District
- Responsible for annual updates to site content
- Created sponsorship advertisements

## Education

### B.A. in Digital Technology & Culture      Washington State University Vancouver | 08/2020

- Minor in Psychology
- President's List 2018-2020; *summa cum laude*

### Web Application Developer Certification      Edmonds Community College | 06/2016

- CIW Site Development Associate Certification - 11/2015