Anna Roe
Product Designer

anna.istvanfy@gmail.com

https://annaroe.github.io/

480-286-2218

linkedin.com/in/anna-roe

UX DESIGN PROCESS

Design Research

User Testing

Information Architecture

User Journey & Flow

Wireframing

Prototyping

Design Sprints

Lean UX

DESIGN BUILD

Figma

Miro

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

HTML/CSS

GitHub

EDUCATION

CareerFoundry

2021 Certificate in UX Design

2021 Certificate in Frontend
Development

SheCodes Workshop

2021 Certificate in HTML, CSS
and JavaScript

Arizona State University

2009 Bachelor of Visual
Communications

DESIGN EXPERIENCE

UX Researcher & Designer
TechFleet Design Apprentice | 3/2022 - Present
- Created plan and conducted target audience interviews and usability tests for client's new website and e-learning tool. Presented insight findings and aligned client's goals with user needs to create focal user flow and design principles for future iterations and interactions.
- Collaborated cross-functionally with strategy and development during Google Design Sprint method.

UX Designer
Inclusion Design Lab | 6/2021 - 3/2022
eyeVote Accessible Voting Registration
- Set goals for a discovery phase and conducted four interviews to identify common web usability issues for people with vision loss.
- Designed and iterated user flows based on user interviews and survey-supported insight. Designed conversational UI prototypes.
- Led a four-person cross-functional design team through multiple week-long Design Sprints and motivated teammates to push through several iteration cycles.

UX Designer & Researcher
CareerFoundry Concept Project | 2/2021 - 10/2021
- Conducted quantitative and qualitative research with a target audience to gain insights into user needs, goals, pain points. Developed personas, iterated and fine-tuned user flows, created wireframes, and designed low-high fidelity prototypes. Collaborated with fellow design students on many feedback sessions and improved processes based on conducted usability tests.

Graphic Designer Freelance | 2017 - present
- Collaborated with clients and fellow designers to ensure a successful outcome of the final website or publishing project. Initiated a time management system to cut time.

UX Designer Volunteer - EarthHero App | since 2/2022
Program and Initiatives Volunteer - PDT | since 1/2022
Graphic Designer Volunteer - PDXWIT | since 12/2021