

Anna Thiel

UI/UX Designer passionate about accessibility and innovation.

PROFESSIONAL SUMMARY

UI/UX designer with 12 years of background experience as a graphic designer who recently completed UI/UX Professional Certificate from the University of Wisconsin - Madison in 2022, cultivating skills in accessibility, user research and prototyping, Over 5 years of experience working with the Japanese market. Career vision encompasses innovating design to solve communication barriers. Career goal: Creative/Product Director.

EDUCATION

University of Wisconsin-Madison

UI/UX Design Professional Certificate

Madison, WI; February 2022 - November 2022

Studied and completed UI/UX design projects, focusing on inclusive designs—as defined by Heuristic Evaluations, color-blind accessibility, and screen reader legibility. Highlighted projects: Mnerva: Health Provider Search Product; user research, affinity maps, personas, wireframes, prototyping, user interviews, and presentation, and Tiktok Learn-to-Dance feature; user research, competitive analysis, Low-fidelity wire maps, project management.

Seattle University

BFA Digital Design

Seattle, WA; September 2012 - June 2016

- Participated in "RE:" Design Show in 2015 and the Fine Arts Show in 2016
- Facilitated tours with Fukuoka University English Business Program
- Student liaison for International Student Center.
- Cast member in "Summer in Seattle," admissions musical
- President of Shorinji Kempo Club 2015-16 (member 2012-2015)
- 2015 Assistantship for fabric artist Joey Veltcamp

PROJECT EXPERIENCE

EV Motors International Inc

Splash Page and Website Development www.evm-i.com

May 2022 - June 2022, November 2022-Current

Scope: Create a web presence for start-up bringing EV technologies from Japan to the US and Europe.

- In Illustrator and Photoshop, edit identity materials that align with Japanese partner but elevate brand for US viewers
- Create wireframes in Figma to populate on WIX
- Conduct Competitive Analysis in Adobe Excel
- Expectation to improve and expand for 2023 fiscal year

Global-K Branding and Website

August 2021 - December 2021

Create an original high-end identity for Luxury Medical Lifestyle Brand in Japan,

- Using Adobe CS designed identity that represents both the founder. Praised by partners and clients for the memorable business cards
- Set up and laid out Global-K's website using CMS Wix

Madison, WI

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LinkedIn:

www.linkedin.com/in/UIUXAT

Portfolio:

www.annaartxdesign.com

TECHNICAL SKILLS

UI/UX Design Tools

Figma

Adobe XD

HTML / CSS

WordPress

Wix

User Research

Personas

Empathy Maps

Journey Maps

Task Flows

NNG Heuristic Evaluation

WCAG AA & AAA Color

Design Thinking

Graphic Design Tools

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe AfterEffects

Presentation Design

Sketching Concepts

Presentation Design

Microsoft Powerpoint

Google Slides

Additional Expertise

Microsoft Word

Microsoft Excel

Copying & Scanning

Laminating

EXPERTISE

Leadership

Organization

Digital-Native

Public Speaking

Data Entry

AWARDS/LANGUAGES

Business-Level Japanese

Pharma-International

Award for Best

Presentation (2019)

PROFESSIONAL EXPERIENCE

Graphic Designer: Image Specialist - Magnit Global for KPMG

Remote, US, October 2022 - Current

Temporary Graphic Designer brought on to actualize KPMG's new brand releasing on web spring of 2023. Part of the national team creating new images on 16,000 pages.

- Conduct image searches and selection for website re-refresh project using existing image libraries, Adobe Stock, and Getty images using KPMG brand image guidelines and requirements for web imagery
- Define UI rules for web banners in certain responsive wireframes
- Work within web team workflow process and with website stakeholders for approvals
- Using Photoshop and Indesign, color treat, retouch, and resize images according to requirements for Web Banners, Digital Advertisements, and Print
- Elevate banners and key images by animating in AfterEffects
- Collaborate with team to create cohesive designs that reflect our corporate cultures and goals

Graphic Designer - Salesforce.com Japan

Remote, Japan, June 2021- August 2021

Temporary Graphic Designer hired via Robert Walters Japan. Assigned to create Digital Marketing and inner-company graphics. Totaled 12 projects in 2 months' time.

- Using the Adobe Creative Suite, created and localized marketing assets for online identity, resulting in more clicks to Salesforce Japan's available products
- Created designs for corporate identity: Quarterly Developer Newsletter Banners with Adobe Illustrator and layout in Photoshop, Zoom Backgrounds made in Adobe Illustrator and Google Slides, and editable TraileHead Certificates editable in Google Slides
- In Photoshop, using brand assets from the shared brand drive, designed web banners and email newsletters with details for the development team to properly iterate as code
- Consulted and elaborated on US headquarters' notices and rules regarding marketing and design, resulting in immediate approval from headquarters and nothing lost in translation

Art Director - GMJ Inc (Subsidiary of Pharma International)

Tokyo, Japan, September 2018 - May 2021

International Liason and visual maker designing for inner company assets as well as major pharmaceutical campaigns in Japan

- In the Adobe CSS and Microsoft Powerpoint, created cross-cultural Logos, UX/UI, campaign key images, hand-outs, doctor and nurse targeted articles, and presentations that accurately portrayed and innovated our clients' brands and products
- In Microsoft Powerpoint, polished presentation slides that were visually pleasing and convincing, winning a large contract with client Rakuten and winning the inner-company award for the best presentation of the year
- Provided English and International support with note-taking, language & cultural explanation, and market research. Assisted marketing and consultation team with international launches

Ganbaru Intern - Japanese Culture and Community Center of Washington

Seattle, WA, January 2016 - June 2016

Internship with local Japanese-American Community Center and Historical Society. Created graphic elements still in use at events today.

- In Adobe CSS, created marketing materials, illustrations, brochures, and signage for the annual Children's Day Festival, resulting in an increase of 25% in attendance

Part-time Graphic Designer - Seattle University: Office for Wellness and Health Promotion

Seattle, WA, October 2012 - June 2015

Office position in Student Services organization working with volunteer student group and director to create impactful resources and marketing for Wellness Events and passive campaigns.

- In Adobe CSS, created marketing materials, social media posts, illustrations, brochures, and signage for events and health campaigns
- HIPAA Certified Data Entry of Alcohol Education Series
- Worked with other student services to post marketing materials around campus
- Gathered materials and distributed Tobacco Cessation "Quit-Kits" to students