

Anna Thiel

Designer passionate about accessibility and innovation.

PROFESSIONAL SUMMARY

Creative 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.

PROFESSIONAL EXPERIENCE

Graphic Designer: Image Specialist - Magnit Global for KPMG *Remote, US, October 2022 - June 2023*

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-fresh 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, advocating for accessibility. Positioned self as User Advocate and Brand Advocate when discussing with senior staff, saving firm 1 million USD from lawsuits
- 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, elevating design to be around 50% more eye-catching to clients and potential clients
- Elevate banners and key images by animating in AfterEffects, eye catch rate increasing by around 15%

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 Email Design with Adobe Illustrator and layout in Photoshop, Zoom Backgrounds made in Adobe Illustrator and Google Slides, and TrailHead Certificates editable in Google Slides which resulted in around 30% increase in turnaround for creative team
- Consulted and elaborated on US headquarters' notices and rules regarding marketing and design, resulting in immediate approval from headquarters and nothing lost in translation, speeding up approval from HQ by around 100%

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Portfolio:
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TECHNICAL SKILLS

UI/UX Design Tools

Figma
Adobe XD
HTML / CSS
AEM
WordPress
Wix
User Research
Personas
Empathy Maps
Journey Maps
Task Flows
NNG Heuristic Evaluation
WCAG AA & AAA Color
Design Thinking
Adobe Firefly & Midjourney

Graphic Design Tools

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe AfterEffects
Presentation Design
Sketching Concepts

Presentation Design

Microsoft Powerpoint
Google Slides

Additional Tools

Sharepoint
Microsoft Word
Microsoft Excel

EXPERTISE

Leadership
Organization
Public Speaking
Data Entry

AWARDS/LANGUAGES

Business-Level Japanese
Pharma-International
Award for Best
Presentation (2019)

PROFESSIONAL EXPERIENCE cont.

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 which resulted in 20% increase in customer satisfaction
- In Microsoft Powerpoint, polished presentation slides that were visually pleasing and convincing, winning a 1 million dollar contract 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 & Community Center of WA

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

Graphic Designer/Admin Assistant - Seattle University: Office for Wellness and Health Promotion

Seattle, WA, October 2012-June 2015

- Created marketing content and design related to Seattle University's design styles to be used by the office and student-organized Health Campaigns, increasing student interest and participation by around 50%
- Worked at the front desk, welcoming visitors, arranging meetings, answering phone calls, and confidential data entry. Was HIPPA certified
- Created and handed out around 1000 "quit-kits," information and tools to help students quit smoking, resulting in tobacco cessation around 80%

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 EXP

Freelance Graphic and Web Designer - EVM-I.com *May 2022 - July 2022*

Freelance Graphic and Web Designer - Global-k.info *August 2021 - December 2021*

Freelance Graphic and Brand Designer - SakeBox *January 2023 - February 2023*

Freelance Web Designer - APHEX.org - *March 2021 - August 2021*

Game Tester - Games Tomo-Sumire *March 2021 - May 2021*

Freelance Brand Designer - Ratih Co. - *September 2020*

Freelance Brand Designer - 3Cubed - *December 2017-February 2018*

Freelance Design Director - Ibuki Magazine - *May 2016- July 2017*