

Anna Thiel

Marketing and UI/UX Designer

Think Creative

Madison, WI

608-347-3429

annathiel62@gmail.com

www.linkedin.com/in/anna-thiel-6b264b1b4/

www.annaartxdesign.com

PROFESSIONAL SUMMARY

UI/UX designer in training and 10 years experienced Marketing Designer. Over 5 years of experience working with the Japanese market. Career vision encompasses innovating design to solve communication barriers. Rising Chief Creative Officer.

EDUCATION

University of Wisconsin-Madison, UI/UX Design Professional Certificate

Madison, WI; February 2022 - November 2022

Studied and completed projects on Marketing, Brand, UI, UX design, with a focus on inclusive designs (as defined by Heuristic Evaluations, color-blind accessible, and screen reader legible). Highlighted projects: NBA team brand and website, Riverwest 24 Rebrand, Design for Good: Health Provider Search Product (with research, affinity maps, personas, wireframes, prototyping, user interviews, and presentation).

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
- liaison for international students with the International Student Center at Seattle U.
- Cast member in "Summer in Seattle," admissions musical for Seattle University.
- President of Shorinji Kempo Club 2015-16 (member 2012-2015)
- 2015 Assistantship for fabric artist Joey Veltcamp.

PROJECT EXPERIENCE

Madison Chocolate Company POS and Website Reconfiguration

April 2022 - Present

Expected publishing: Fall of 2022

Scope: As local Madison business grows into a second location, rework the current website into a more brand-centered experience that seamlessly integrates into online ordering with Square.

- Created a high-fidelity wireframe in Figma and transfer it to CMS
- Work with shipping leads and owners to maintain high customer satisfaction.
- Create additional brand assists as needed.

Jesus Henao for Saguas Union School Board June 2022 - Present

Scope: Create a simple informative website where voters can learn about Henao's mission, donate and stay connected.

- Brush up previous marketing materials and logo in adobe illustrator and photoshop
- Create wireframe in Figma
- Set up WIX site to populate with copy from client

TECHNICAL SKILLS

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

Adobe AfterEffects

Figma

Presentation Design

Sketching Concepts

Microsoft Word

Microsoft Excel

Microsoft Powerpoint

HTML • CSS

WordPress

Wix

Copying &, Scanning

Laminating

EXPERTISE

Leadership

Organization

Digital-Native

Public Speaking

Data Entry

AWARDS/LANGUAGES

Business-Level Japanese

Pharma-International Award

for Best Presentation (2019)

PROJECT EXPERIENCE cont.

QPower Splash Page May 2022 - June 2022

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

- Edit identity materials to better align to a web presence
- Create high-fidelity wireframe in Figma
- Set up WIX site to populate with copy from client

Global-K Branding and Website August 2021 - December 2021

Create an original high-end identity for Luxury Medical Lifestyle Brand located in Tokyo, Japan, committed to bringing new stem cell therapies from abroad to Japan.

- Created an original identity that represents both the founder and brand using Adobe Creative Suite. Clients and peers have praised the great design often to the founder and love the memorable business cards.
- Set up and laid out Global-K's website using CMS Wix. With its online presence, clients and business partners can review the company's mission, resulting in a successful business portal.

PROFESSIONAL EXPERIENCE

Salesforce.com, Tokyo, Japan, June 2021- August 2021

Graphic Designer

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 on website and social media accounts, 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.
- Consulted and elaborated on US headquarters' notices and rules regarding marketing and design, resulting in immediate approval from headquarters and nothing lost in translation.

GMJ Inc (Subsidiary of Pharma International), Tokyo, Japan, September 2018 - May 2021

Art Director

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 are visually pleasing and convincing, winning a large contract with the Client 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 research. Assisted marketing and consultation team with international launches.

Japanese Culture and Community Center of Washington Seattle, WA, January 2016 -June 2016

Ganbaru Intern

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.