

Anna Walker

- ◆ *Results-driven, award-winning user experience designer with 7 years of expertise in creating intuitive, engaging digital experiences. Dedicated to enhancing user satisfaction, prioritizing user research methods, and achieving business goals through the framework of human-centered design.*



Contact

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www.wlkrhaus.com



Expertise

- Wireframing & Prototyping*
- Interaction Design*
- Visual Design*
- Information Architecture*
- UX Research & Analysis*
- Usability Testing*
- Design Systems*
- Figma / Adobe XD*
- Human-centered Design*
- Agile & OKR Methodology*
- Leadership*
- Cross-functional Collaboration*
- HTML/CSS/JS*



Certifications

- E-Commerce UX Professional*
by Baymard Institute, 2021
- [*View Certification*](#)

Experience

Senior UI/UX Designer, C Spire | 2019 – present

- ◆ *Craft interactive, user-centered solutions via innovative, research-based concepts, wireframes, and engaging user flows, fostering captivating user experiences.*
- ◆ *Lead cross-functional teams to conceptualize, design, and execute user-centered digital solutions that exceed client expectations.*
- ◆ *Collaborate closely with product managers, developers, and stakeholders to ensure seamless integration of user needs and business objectives.*
- ◆ *Notable Achievement: Revamped the cart & checkout process which increased user engagement & positive feedback, conversion rates, and streamlined the experience.*

Web & Digital Media Designer, BCBSMS | 2017 – 2019

- ◆ *Develop web design concepts, user interfaces, mockups, digital content, wireframes and websites to support Company initiatives, ensuring alignment with corporate design and brand standards as well as usability best practices.*
- ◆ *Notable Achievement: Led the comprehensive redesign of the flagship mobile app, which launched new features, rebranded the interface, increased engagement, streamlined the experience, and won a Platinum Hermes Creative Award in 2019.*

Graphic Designer, Mississippi College | 2015 – 2017

- ◆ *Design, layout and promotion of multiple institutional publications and supporting materials including *The Arrowhead*, the campus literary magazine; commencement and convocation programs; and *The Collegian*, the campus student newspaper*
- ◆ *Notable Achievement: Led the design & art direction of *The Arrowhead*, the campus literary magazine, which won an award at the Southern Literary Festival in 2017*

Education

M.A., Web Design & Development, University of Florida | 2020

- ◆ *3.9 GPA | Practicum research & capstone: *Web Research Methods, UX Theory, Web Interactivity, Advanced Web Development**

B.S., Graphic Design, Mississippi College | 2017

A.A., Fine Arts, Hinds Community College | 2014