

Anna Lee

Senior UX Designer

Introduction

I am a Senior UX Designer with 14+ years experience working with product teams in both the government and private sectors, applying systems thinking and service design approaches to the fields of [health insurance shopping](#), [health insurance billing](#), [hotel booking](#) and [car booking](#). From 2018 - 2020, I also contracted with [Blue Ridge Labs](#) and [Canary Benefits](#) to apply behavioral design to poverty relief solutions.

Experience

Ad Hoc LLC: Senior UX Designer, July 2022–Present

Contract: Medicare Coverage Tools, Center for Medicare & Medicaid Services, HHS

- Collaborate with product, analytics, back-end and front-end team members, as well as government stakeholders, to understand Medicare Coverage Tools' business requirements and identify issues that UX can address
- Deliver compelling presentations and design artifacts (including user journeys and personas) to distill these complex issues into focused, understandable design solutions
- Articulate UX design and content goals and recommendations, as well as identify related risks, and communicate them to both leadership stakeholders and delivery team members
- Partner with analytics team to articulate and benchmark success metrics and identify issues that UX can address
- Partner with research teams to develop research plans, observe research sessions, synthesize and analyze findings and identify issues that UX can address
- Deliver final design files, prototypes and front-end tickets needed to implement these UX solutions

HotelSlash/AutoSlash: Brand & UX Designer, January 2010–July 2022

- Collaborated with product and development teams to understand business requirements
- Designed an email-based onboarding for an MVP beta launch to a few hundred users, before user sign-up was enabled

- Designed mobile-first web-based booking tools to expand customer reach to more mobile-based travelers
- Added a chat-like widget to facilitate customer vs customer support interactions. Then, worked closely with customer support teams in an Agile environment to analyze support queries and make UX improvements for both customer- and admin-facing platforms
- Handed off mobile and desktop UX design files to front- and back-end engineers, and QA'd product in staging and production environments
- Develop and maintain design system libraries for both brands.

Robin Hood Foundation: Design Research Fellow, June 2018–March 2018

2018 Blue Ridge Labs Fellowship, Good Sheet

- Conducted community-based, human-centered research – including interviews, participatory design, paper prototyping, user testing and results synthesis
- Used an equity framework to surface addressable accessibility barriers that hinder the job search experience of those who have been incarcerated
- Facilitated design sprints with team members to create and iterate on a proof-of-concept for Good Sheet, an inclusive resume-building tool and background-friendly job board for those with criminal records.
- Demoed this “provo-type” with Robin Hood Foundation stakeholders

Electronic Remedy: Freelance Brand & UX Designer, August 2010–August 2016

Contract: Exclaim App

- Responsible for brand identity and marketing website design (including facilitating preliminary co-design sessions with stakeholders) for Exclaim, a native iOS app
- Designed and prototyped UX, focusing on helping mental health providers to easily submit and track health insurance claims
- Conducted user testing with health providers for Sign Up, Add Client and Add Claim flows
- Recommended and implemented design changes based on user testing results, UX heuristics analysis and business requirements

Fluid Design & Marketing: Art Director, November 2010–April 2012

- Developed and delivered branding strategy presentations, encompassing research, audit, recommendations and guidelines
- Responsible for design- and production-related communications with clients
- Provided art direction and design mentorship to junior designers

- Responsible for cross team communications with developers and production vendors to deliver final designs

Green Team Global: Senior Art Director, February 2000–April 2005

- Designed logos, corporate identity systems, print ads, collateral and websites for a variety of tourism destination, hospitality service and environmental non-profit clients
- Managed design projects from ideation and iteration through approval and production
- Managed resources and timeline with interactive and print production vendors

Education

- **Bachelor of Arts: Art History, 1996.** Cornell University
- **Graphic Design, Communications Design classes (no degree), 1998-2000.** Pratt Institute

Skills & Technology Summary

Methodologies, Skills and Software	Years of Experience
Cross-disciplinary Design Skills Communication, brand identity, advertising & marketing design	20
Management Skills Art direction, brand strategy, design mentorship, client management	14
Research Skills Landscape analysis, competitive analysis, in-depth interviews, user testing	14
UX Design Skills UX personas, customer journey mapping, task oriented user flows, responsive and mobile-first design, wireframing, prototyping	6
Design Methodologies Human-centered design, behavioral design, double diamond	6
UX Design Software Figma, Sketch, Invision, Mural	6
Management Software Google Suite, Mural, Jira, Confluence	6