

Anna Lee

UX Designer/Researcher

Introduction

I am a UX Designer/Researcher with both government and private sector experience, currently looking to grow in a state or local govtech role. Whether alerting Medicare beneficiaries to important deadlines or alleviating decision fatigue for travel shoppers, I have consistently maintained a focus on centering end-user needs and designing for impact. I am currently pursuing LUMA Human-Centered Design Practitioner Certification and recently began self-study for the Salesforce UX Designer Credentials.

Experience

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

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

- In 2024, laid the groundwork for an informed consent approach to asking optional demographic questions in the Medicare enrollment form.
- In 2023, guided the creation of a wizard to help hundreds of thousands of New to Medicare beneficiaries a year learn their important enrollment deadlines in order to avoid late enrollment penalties and coverage loss.
- Collaborate with team members and government stakeholders to define research goals, synthesize qualitative data, define problem statements and recommend solutions that balance user needs with business requirements.
- Craft compelling presentation and design artifacts to demonstrate UX recommendations and identify any related risks.
- Deliver final handoff materials, QA support and design documentation.

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

- Worked closely with customer support team in an Agile environment to align UX and customer support workstreams, analyzing support queries to make UX improvements for both consumer- and admin-facing platforms.
- Designed a lightweight, email-based onboarding for a few hundred users to validate product viability in early development stages.
- Advocated for and designed a chat-like widget to facilitate customer support interactions and gather user research data.

- Advanced a UX strategy of obtaining only critical user inputs upfront and notifying price-conscious shoppers only when rates drop, in order to provide timely decision support, minimize “noise” and reduce information paralysis.
- Advanced a mobile-first approach to expand customer reach to more travelers.

Canary: UX Research & Design, September 2019–April 2020

Contract: Retail Associate Hardship Grant Application for a Major US Retailer

- Conducted a usability evaluation of a HR-administered grant application.
- Used mixed methods (journey mapping, user archetypes, user testing) to align leadership stakeholders on which application pain points were likely to negatively impact award outcomes when employees filled out the form unassisted.
- Recommended and designed an interactive eligibility quiz to help employees understand what financial, hardship and proof requirements they would need in order to successfully complete the grant application on their own.
- Delivered a mobile-first, clickable proof-of-concept with final documentation for revised logic and recommended behavioral and accessible design patterns.

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

2018 Blue Ridge Labs Fellowship, Good Sheet

- Conducted community-based, human-centered research – including in-depth interviews of formerly incarcerated job seekers and job shadowing of post-release workforce case managers.
- Synthesized research results to identify specific pain points unique to formerly incarcerated job applicants
- Facilitated design sprints with team members to create and iterate on a proof-of-concept for Good Sheet, a mobile-first resume-builder and document storage tool for those with criminal records.
- Demoed this “provo-type” to Robin Hood Foundation fellowship judges.

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

Contract: Exclaim App

- Designed and prototyped a native iOS app, focusing on helping self-employed mental health providers to easily submit and track health insurance claims.
- Facilitated visioning sessions with stakeholders to align on brand strategy
- Conducted user testing with mental health providers for Sign Up, Add Client and Add Claim flows to identify areas needing improvement
- Recommended and implemented design changes based on user feedback.

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

- Developed and delivered brand strategy presentations to clients, encompassing research, audit, recommendations and guidelines.
- Provided art direction and design mentorship to junior designers and collaborated 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 collateral and websites for a variety of tourism, hospitality and environmental non-profit clients.
- Managed print and interactive design projects from ideation and iteration through approval and production.

Education

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

Skills & Technology Summary

Skills, Software and Certifications	Years of Experience
Certifications [In Progress] LUMA Human-Centered Design Practitioner Certification, [In Progress] Self-study for Salesforce UX Designer Credential	< 1
Cross-disciplinary Design Skills Brand identity, advertising, marketing and print design	20
UX Design & Research Skills Interaction design, UX writing, user personas & archetypes, responsive & mobile-first design, wireframing, prototyping, usability testing, research synthesis, WCAG compliance	6
Methodologies Human-centered design, Agile framework	6
Design Software Figma, Sketch, Mural, Adobe Creative Suite, Wordpress	6
Management Software Google Suite, Mural, Jira, Confluence	6