

# ANNLEI

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## EXPERIENCE

### Senior UX Designer • [University of Phoenix](#) Jul 2023–Now

- Designing for Professional Development initiatives in the B2B industry.
- Leading cross-functional teams to align design strategy with business goals, driving revenue growth and enriching user engagement.
- Transforming product team into user-centered collaborators by communicating methodologies, fueling innovation and project success.

### Product Designer • [MSCI](#) Feb 2022–Jun 2023

- Led and launched a financial report platform that streamlines SaaS file management across MSCI products, enabling easy organization, management, and review of tens of thousands of portfolios at scale resulting in a 60% increase in customer engagement in its first year.
- Developed and implemented component standards for the design system that align with industry guidelines and WCAG for the MSCI ecosystem.
- Designed a Power BI internal dashboard that empowered the sales department to easily consume and analyze large and complex client usage analytics through data visualizations, leading to significant boost in company revenue.
- Pioneered a new UXD process that is now adopted across the entire product team, resulting in improved design alignment with product managers, engineers, and cross-functional stakeholders, and reduced time and cost for the team.

### UX Designer • [Microsoft Xbox](#) Nov 2021–Feb 2022

FULL-TIME CONTRACT VIA BLUEHAWK

- Identified and addressed inconsistencies and unsmooth user flows in legacy designs across multi-device Xbox platforms.
- Developed and presented intuitive designs based on extensive user-centered research as a solo designer to cross-functional teams, resulting in a 20% increase in user engagement and adoption rates.
- Initiated and facilitated weekly shareouts with other Microsoft teams to exchange best practices and insights, improving cross-team collaboration and reducing development time and costs.

### UX Designer • [Integrity Marketing Services](#) Jun 2020–Aug 2020

- Established user research, user flows, wireframes, and design systems for web and mobile products, yielding in a 25% reduction in development time.
- Led the UXD process in a fast-paced startup environment, resulting in improved design quality, increased efficiency, and enhanced team collaboration.
- Educated and communicated with clients about the importance of UX design and how specific design decisions could impact their business outcomes, leading to increased trust, retention, and upselling opportunities.

## EDUCATION

### Human-Computer Interaction and Design • Master of HCI+D [University of Washington](#)

Sep 2020–Aug 2021

### Visual Communication Design • Master of VCD

[Arizona State University](#)

May 2018–May 2020

### Information Systems • Bachelor of BA [National Chung Hsing University](#)

Sep 2013–Jun 2017

## EXPERTISE

- Creating scalable UX solutions
- Ramping up quickly in new domains and technically complex topics
- Guiding product teams and stakeholders through the design process and design decisions

## SKILLS

### Design

Figma	Illustrator
Invision	InDesign
Sketch	Premiere Pro
Adobe XD	After Effects
Flinto	Lightroom
Photoshop	Miro

### Coding

HTML	Vegalite
CSS	D3
Javascript	C++