ANNA JONES PRODUCT DESIGNER

Contact **helloannajones@gmail.com**   Location **Atlanta, GA**

EXPERIENCE

SENIOR PRODUCT DESIGNER | CALENDLY | JUNE 2019 - PRESENT

Lead design initiatives across Enterprise squads through partnering with Product, Research, Content and Engineering counterparts. Responsible for driving an increase in weekly active usage for large companies.

- Conduct generative user research from discovery through problem definition and usability testing in order to iterate on new feature designs.
- Facilitated design thinking workshop with cross-functional participants to create alignment, decide on priorities, and action items.
- Create wireframes to communicate solutions for feedback and usability testing
- Deliver high fidelity designs and prototypes to engineers

Design and launched Workflows from 0-1, which accounted for the second most upgrades in Q1 2021. Workflow usage became a key indicator for an active and sticky user.

- Produce development-ready designs and files. Design a vision based on research to determine an MVP and subsequent releases/phases.

Contribute and create components to the Calendly UI Library in Figma.

- Grew design team culture through lunch and learns and bi-weekly meetings discussing user insights.

UX DESIGNER | QGENDA | JUNE 2018 - JUNE 2019

Conducted user interviews and synthesized qualitative data to inform functional requirements in partnership with Product.

- Facilitated whiteboard sessions, functional requirements and business needs to design a low-fidelity solution.
- Used Figma to create high fidelity prototypes for usability testing with users. Iterated on and finalized mobile and desktop designs for approval from Product and CEO. Created redlined designs for handoff to engineering.

VISUAL DESIGNER | RISKALYZE | FEBRUARY 2018 - JUNE 2018

Redesigned key pages of Riskalyze's website through utilized UX practices such as story frames, wireframes, and high fidelity designs based on a UI kit to align with the product. Other responsibilities included collaborating with VP of Product and VP of Marketing to re-design product emails to drive visual consistency with new product, website, and marketing materials.

EDUCATION

General Assembly UX Design
2017
Ringling College of Art + Design 2010-2014
Major: Graphic Design,
Minor: Business

SKILLS

Generative research methodologies
Design Sprint Workshop
Usability testing
Figma
Responsive design

AWARDS

Top Performer (Calendly)
2019 & 2021