

ANNA LEE

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Website / annamatic.com

LinkedIn / [annamatic](https://www.linkedin.com/company/annamatic)

Address & Phone

35-15 80th Street #42
Jackson Heights, NY 11372
1.347.757.9410

EDUCATION

Pratt Institute

School of Art & Design (NYC)
Communications Design
(MS) Coursework
01.99-06.00
Graphic Design
(AOS) Coursework
09.98-12.98

Cornell University

College of Arts & Sciences
(Ithaca, NY)
BA Art History
05.96

TOOLS

Research

Interviews, surveys, user testing

Wireframing

LucidChart, PowerPoint, Balsamiq, pen & paper

Prototyping

Sketch, Figma, Google Suite, Zapier, pen & paper

UI/UX Design

Sketch, Illustrator, Photoshop, InDesign, Canva, pen & paper

Additional

Light HTML & CSS, WordPress

SKILLS

UI and UX design. Responsive web design. UX research (interviews, surveys, user testing). Design research (landscape analysis, competitive analysis, heuristic evaluations). Wireframing. User Flows. Prototyping. Brand identity design. Print design. Brainstorming & ideation. Art direction. Design team management.

AWARDS & HONORS

2018 [Robin Hood Blue Ridge Lab Design Fellow](#)

2017 [OpenIDEO New Life Challenge Top Idea](#)

2017 [NYC Open Records Virtual UX Hackathon Certificate of Recognition](#)

Senior UX Designer/ 2022 - 2023

AD HOC LLC / REMOTE FULL-TIME

Deliver design work including discovery artifacts, sketches and rough prototypes, wireframes, UX flows, and high fidelity prototypes. Facilitate discussions with multi-disciplined teams to drive productive discussions; articulate goals in order to deliver upon requirements. Deliver compelling artifacts and presentations that distill highly complex issues into focused, understandable solutions. Identify risks and communicate to leadership; provide recommendations to mitigate identified risks. Provide recommendations based on UX and design principles.

Interaction & Brand Designer / 2010 - present

HOTELSLASH & AUTOSLASH / REMOTE FREELANCE

Design brand and UX for mobile, desktop and email browsers, to help rate-shopping travelers overcome information paralysis. Conduct analysis of competitive brands and products. Facilitate design discussions and collaborate with product and development teams to map user journeys, understand design requirements, and then wireframe, prototype and develop a seamless onboarding-through-checkout experience. Work closely with [AutoSlash](#) and [HotelSlash](#) customer support teams to analyze support queries and conversion rates and make UI improvements for both customer- and admin-facing platforms. Develop and maintain design libraries for both brands.

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UX & Brand Designer / 2010 - 2016, 2022

ELECTRONIC REMEDY / REMOTE FREELANCE

Wireframing, prototyping, user testing and results analysis for **Exclaim**, a native iOS app that helps mental health providers painlessly submit health insurance claims and get paid. Responsible for all visual design, from brand identity to app interface. Also designed a responsive marketing website to promote the app.

UX Researcher & Designer / 2019 - 2020

CANARY / REMOTE FREELANCE

Conducted UX research and heuristic evaluations for **the employee hardship grant application of a major US retailer**. Developed user personas and stories to “stress test” application guidelines. Developed interview guides and usability tests to enable a comparison of two different financial need benchmarks. Designed wireframes and journey maps to align a broad range of stakeholders on a new, more applicant-centered eligibility quiz and application. Incorporated behavioral design patterns and accessible design patterns to deliver a mobile-first, clickable proof-of-concept.

Design Research Fellow / Summer 2018

BLUE RIDGE LABS @ ROBIN HOOD FOUNDATION / NYC FULL-TIME

Conducted community-based, human-centered research – including interviews, participatory design, user testing and results synthesis – to surface addressable barriers that hinder the job search experience of those who have been incarcerated. Created and iterated a proof-of-concept prototype for **Good Sheet**, a resume-building tool and background-friendly job board for those with criminal records.

UX, Brand & Form Designer / 2014 - 2019

LIVING-AT-HOME MEDICAL PC / REMOTE FREELANCE

Designed multi-lingual, culturally-sensitive and accessible forms and website for **Living-at-Home Medical, PC**, a house-calls healthcare provider serving homebound elderly patients and their caregivers.

A dark grey rectangular box containing the name "ANNA LEE" in white, bold, uppercase letters.

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Art Director / 2010 - 2012

FLUID DESIGN & MARKETING (NOW PWC) / HONG KONG FULL-TIME

Developed and presented branding strategy from research and audit to recommendations and guidelines. Design and timeline management for a team of designers, developers and production vendors. Relationship management and presentations to a variety of agency clients from F&B to corporate financial services. Provided design mentorship to junior designers. Interviewed and reviewed portfolios of job candidates. Created business development materials.

Brand Experience Senior Designer / 2006

DESIGN CONTINUUM KOREA / SEOUL FULL-TIME

Designed UI & GUI for **Samsung Wyz010 VoIP** internet telephone (one of Samsung's earliest forays into designing software for a virtual phone with no hardware elements). Provided design mentorship to junior designers. Created business development materials.

Senior Art Director / 2000 - 2005

GREEN TEAM GLOBAL / NYC FULL-TIME

Designed logos, corporate identity systems, print ads, collateral and websites. Relationship management for a variety of tourism destination, hospitality service and environmental non-profit clients as well as interactive and print production vendors.