ANNA MULAMBA

PRODUCT DESIGNER 📞 7574722684

DETAILS

7574722684
amulamba10@gmail.com

LINKS

Portfolio

SKILLS

Visual Design

Experience Design

Interaction Design

Product Strategy

Design Planning and Strategy

Presenting Designs to Leadership

Communicating design rationale

PROFILE

I'm a Product Designer with four years of hard-won startup experience working on emerging B2B technology. My experience so far has given me the tools to execute at every stage of the design life cycle, from ideation to delivery, which results in a great impact on an organization. My work at DivvyCloud allowed the business to grow from a low 5-figure revenue to an 8-figure revenue and a $145,000,000 acquisition.

EMPLOYMENT HISTORY

Product Designer at DivvyCloud, Washington, D.C.
April 2020 — Present

As the first and most tenured Product Designer at DivvyCloud, I lead the effort of getting DivvyCloud's software(an enterprise cloud security app) from a minimally viable state to an established desirable solution with a large amount of research, feedback, and planning. Here's what I do regularly:

- I facilitate collaboration with engineers and product managers frequently to deeply understand business requirements and technical complexities while designing user-centered solutions.
- I created a design system and work within it while recognizing opportunities to draw outside of the lines and improve when needed.
- In order to create the best possible experience for our users, I present my work and findings early in the design process and frequently with engineering, product managers, and customer success to get their feedback.
- I use qualitative data throughout the design process to inform my design decisions and identify any potential usability issues. This allows me to constantly iterate on my designs as I find solutions to those issues.
- I use quantitative data from FullStory to evaluate the usability of solutions, track usage trends, and calculate our return on investment based on agreed-upon performance indicators.

Senior Brand Designer and Product Designer at DivvyCloud, Washington, D.C.
April 2018 — March 2020

As the sole designer at DivvyCloud, I led design efforts from product development to go-to-market strategy by using research, feedback, and tremendous amounts of planning. Here is what I was able to accomplish during this time:

- I used data and customer insights to help redesign our marketing facing website which allowed the site to become the #1 customer lead source after being #4 the previous year.
- I created a design operations system that allowed the marketing team to scale from attending and sponsoring under 10 large scale conventions a year (Like AWS re:Invent, Black Hat, Microsoft Ignite, & VMWorld) to over 30 events without any loss of quality in designs.
- I regularly collaborated with product managers to understand holistic business problems and gather qualitative data to inform potential solutions. **These collaborations resulted in company wide investment into maturing our product development process, resulting in the creation of a product council.** The council comprised of a product designer, product managers, technical writers, user experience designers and engineering leads all focused on being the voice of the customer.

Brand Designer at DivvyCloud, Washington, D.C.
August 2017 — April 2018

As a brand designer at DivvyCloud, I worked closely with the Director of Marketing to create and evolve the business' marketing website and marketing related assets using research and feedback. During my time I was able to help the marketing team scale as the business grew.

Design Intern at DivvyCloud, Washington, D.C.
March 2017 — August 2017

As a design intern at DivvyCloud, I worked closely with the marketing manager to create marketing assets like fliers, google ads, social media graphics, iconography packs, and large event exhibition graphics. My internship allowed for the marketing team to enable sales to double their pool of leads. This all contributed to me being asked to DivvyCloud at the end of my internship.

Design Intern at MtoM Consulting, Falls Church, VA
January 2017 — March 2017

As a design intern at MtoM Consulting, a boutique digital marketing agency, I worked closely with senior designers to create social media assets for a wide variety of clients. These assets included motion graphics, illustrations, ads and fliers.

EDUCATION

B.S., Information Technology/Web Development and Multimedia, George Mason University, Fairfax, VA

7 Semesters Completed

User Experience Design, General Assembly

Continued Education

REFERENCES

References available upon request