

# anna deu

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Senior User  
Experience  
Designer

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Passionate in problem solving and creating scalable, accessible interfaces. Prioritizing user research by means of collaborative and iterative design with different teams to ensure meaningful solutions that will meet both user and business needs.

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professional  
experience

## Cubic Corporation / Senior UX Designer

FEB. 2020 - PRESENT | Austin, TX

- Led UX design to deliver iterative wireframes for **3 metropolitan e-commerce transit apps** for Brisbane, Boston, NYC
- Redesigned a feature for an internal product to create and send bulk email
- Extensive collaboration with global cross-functional teams of product managers, UI designers, and developers to strategically plan for design deliverables that meet business requirements and user needs.
- Worked in Scrum/Agile method with product teams using JIRA and Confluence
- Involved in hiring process & mentoring designers on Cubic's Customer Experience Team

## Vertic / Senior UX Designer

NOV. 2016 - JAN. 2020 | NYC

- Led informed UX design processes to deliver information architecture, wireframes, prototypes, user testing, modular design systems, and visual design & interaction specifications to support development of web responsive experiences for **Merck, Arizona Public Service, Hyster-Yale, CSL, ROCKWOOL, Microsoft, and SAP Ariba.**
- Collaborated and communicated with the cross-functional teams of strategists, designers, and developers to implement strategic, scalable solutions to new or existing websites that meet business objectives.
- Involved in onboarding, building and mentoring junior designers on the User Experience Team

## Barter Sugar / UX Consultant & Designer

AUG. 2016 - OCT. 2016 | NYC

- Conducted extensive user research that aided in the redesign of a website that allowed businesses to trade goods, services, and spaces with each other.
- Articulated design thinking and process through sketches, wireframes, and presentations with the business stakeholder.
- Reviewed design iterations with team designers to develop a polished and functional product for the client.

## Freelance / UX Designer

APR. 2016 - MAY 2017 | NYC

- Led the UX design process from concept to end-solution by engaging in user research and strategy to produce sketches, wireframes, and iterative clickable prototypes for user testing.
- Assisted visual & interaction designers and developers to implement the designed solutions.
- Communicated the design process, approach, and timelines to project managers and business stakeholders.

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## education

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**General Assembly / User Experience Design Immersive**  
NYC

**SUNY Buffalo State College / Graduate Studies in Forensic Sciences**  
Buffalo, NY

**SUNY University at Buffalo / B.S. Biological Sciences**  
Buffalo, NY

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## skills

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### Research

User research • Heuristic evaluations • Competitive analysis • A/B testing • User journey mapping • Usability testing • Affinity diagramming • Card sorting

### Design

User flows • Site mapping • Information architecture • Sketches • Low-fi/High-fi wireframes • Rapid iteration • Interaction design • Annotations • Prototyping • User testing • Design presentations

### Collaboration

Feature strategy • Product roadmapping • Facilitating design reviews • Cross-functional collaboration & support • Development handoff

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## design tools

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Figma  
Axure RP Pro  
Sketch  
Zeplin  
InVision  
JIRA  
Confluence  
Adobe Creative Suite