

ANNA GOSS

📍 ANNAGOSS.DESIGN

📞 720-256-3803

@ ANNA.MARIE.GOSS@GMAIL.COM

in BIT.LY/ANNAGOSSLINKEDIN

SKILLS

EXPERIENCE ACROSS:

USER RESEARCH & STRATEGY
WIREFRAMING
USER TESTING
PROTOTYPING
RESPONSIVE WEB DESIGN
INFORMATION ARCHITECTURE
UI DESIGN
VISUAL DESIGN
BRANDING
ART DIRECTION
CREATIVE DIRECTION
WEB DESIGN
CPG

FIGMA

SKETCH

CSS + HTML

INVISION

ADOBE

XD

ILLUSTRATOR

PHOTOSHOP

AFTEREFFECTS

LIGHTROOM

PREMIER PRO

EDUCATION

GA GENERAL ASSEMBLY

UX DESIGN IMMERSIVE
March 2021 - June 2021

BACHELOR OF FINE ARTS

COMMUNICATION DESIGN
MSU Denver 2009 - 2014

I'M A PRODUCT DESIGNER WHO MAKES THINGS PRETTY.

I'm passionate about bringing beautiful form and functional solutions to human-centered problems.

I combine my 7+ years of making delightful visual experiences with UX process to create impactful UX/UI products through growth, empathy, and collaboration.

EXPERIENCE

CHATTYKATHI | UX DESIGNER | MAY 2021

- UX designer for Denver start-up to redesign aspects of their responsive web-based application
- Conducted C&C analysis, user interviews, card sorting, design studio, wireframing, prototyping & usability testing with global users
- Our solutions optimized aspects of the product to create value buy-in and an intuitive experience for users.

MEOW WOLF | COLLABORATING ARTIST | 2019-2021

- As part of the Church of Many art collective, we created an immersive installation for Meow Wolf's up and coming 90k square foot Denver location.

RATIO BEERWORKS | ART DIRECTOR + DESIGNER | 2018-2021

- Launched over 10 of our brands into consumer packaging with vendors & distributors like Whole Foods & Ball resulting in producing and selling 200k+ cans in 6 months
- Expanded and increased brand awareness through our 20k+ social channel audience and 62K+ attendee events.

MAD STUDIO | ART DIRECTOR + DESIGNER | 2017-2018

- Worked with the creative director to create branding assets for some of their clients like; The Wynkoop Restaurant Group and Outback Steakhouse
- Art directed and designed within; print, advertising, web, social media and packaging

FREELANCE DESIGN | 2013-PRESENT

- Working with clients and partnerships to create, conceptualize and execute creative campaigns and collateral for both digital and print experiences.
- Clients include; Denver Health, MCA Denver and within the tech, cannabis, film and PR industries.

THE BRAND GAL | DESIGNER | 2015-2017

- Created web branding and identities from the ground up for clients in travel, financial and fine art industries
- Walked clients through a unique one-on-one creative process

SHAREABLE SOCIAL | DESIGN INTERN | SUMMER 2014

- Elevated the social creative work to help the company receive Angel investor start-up seeding from Tech Stars

PHILOSOPHY | DESIGN INTERN | SUMMER 2013

- I worked with the creative team to conceptualize, design, produce + execute several branding projects from logos to vehicle wraps and ad campaigns for clients like Denver Water and Kroger

COMMUNITY

DESIGN PARTNERSHIP | iDE (International Development Enterprises) Powering Farmers to End Poverty | 2014

WORKSHOP | The Index Project: Design to Improve Life | 2014

MENTOR | Design Ignites Change | 2012