

ANNA GOSS

📍 ANNAGOSS.DESIGN

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SKILLS

EXPERIENCE ACROSS:

UX DESIGN
UI DESIGN
VISUAL DESIGN
WEB DESIGN
USER RESEARCH
ACCESSIBILITY
PROTOTYPES & WIREFRAMES
STRATEGY
MOBILE DESIGN
INTERACTION DESIGN
DESIGN SYSTEMS
FACILITATION
BRANDING
CREATIVE DIRECTION

FIGMA

ZEPLIN

INVISION

WEBFLOW

ADOBE CC

EDUCATION

DESIGN CERTIFICATION

PERMACULTURE DESIGN

Regenerative Education Coll. 2022

🔧 GENERAL ASSEMBLY

UX DESIGN IMMERSIVE

March 2021 - June 2021

🎓 BACHELOR OF FINE ARTS

VISUAL COMMUNICATION

MSU Denver 2014

COMMUNITY

CONTRIBUTOR |

Climate Designers | 2023

DESIGN PARTNERSHIP | IDE

Powering Farmers to End Poverty |
2014

WORKSHOP | The Index Project:

Design to Improve Life | 2014

AWARDS

FELLOW | Climatebase | 2023

Emerging leaders and top talent
committed to tackling climate change

I'M A PRODUCT DESIGNER WHO BUILDS BRIDGES.

Between people, ideas & complex systems. With 10 years of experience across product design & visual communication, I'm focused on sustainability, building intentional tech & fostering radical optimism for the future.

EXPERIENCE

KIN + CARTA | UX DESIGNER | 2021-2023

- Building intuitive user experiences & SaaS digital products with Fortune 500 clients of this global B-Corp
- Collaborative with cross-functional teams in Product, Engineering, QA & Research throughout the software development process
- Lead the end-to-end redesign of key features that saved a client 6 figures
- Facilitated design thinking & brainstorming exercises, workshops and lectures to shape roadmaps and goals
- Hands-on customer facing discovery work through research data & metrics, interviews, testing & journey creations
- Aligned stakeholders on the value of UX research and strategy as part of the agile process
- Experienced in design system standardization and complex component creation
- Contributed to the planet portion of our triple bottom line through:
 - The development of innovative curriculum and knowledge stewardship around sustainable UX practices
 - Strategic design contributions to an internal software initiative of saving clients 1M tons of CO²

DESIGN CONSULTANT | 2013-PRESENT

- Working with clients and partnerships to build products, create, conceptualize and execute creative & strategic campaigns for digital, print and immersive experiences.
- Have done work across public health, non-profit, civic, arts, tech, cannabis, and PR industries.

MSU DENVER | ADJUNCT FACULTY | 2023-PRESENT

- Teaching the Interactive Systems (2303) course and mentoring students with their first experiences with UX research, design frameworks and processes through leadership & passion.

CHATTYKATHI | UX DESIGNER | MAY 2021

- UX designer for lean Denver start-up to redesign the onboarding flow of their soon to be B2B web-based application
- 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 a Church of Many art collective team member, we created an immersive installation for Meow Wolf's up and coming 90k square foot Denver location.

RATIO BEERWORKS | ART DIRECTOR + DESIGNER | 2018-2021

- Established design standards & 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 2K+ attendee events.

MAD STUDIO | ART DIRECTOR + DESIGNER | 2017-2018

- Art directed and designed within; print, advertising, web, social media, wayfinding and packaging

THE BRAND GAL | DESIGNER | 2015-2017

- Created web, branding and identities from the ground up for clients in travel, financial and fine art industries.