EMILY ANDERSON

UX | Strategy, Research, and Design

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MIGHTYBYTES

UX/UI Designer   September 2017 – Present

Working as the UX and UI Designer at Mightybytes, a small digital agency. I provide design services to a wide range of clients including education, insurance, and professional associations. Besides strict UX and UI design, I have gained experience in search engine optimization (SEO) techniques, conversion rate optimization (CRO), and data analytics measurement and application. I have also gained invaluable insight into how digital design and development is approached from a more mainstream perspective.

- Lead Lean UX, Human Centered Design, and Discovery workshops
- Perform UX audits to guide clients in how to make their websites more intuitive, consistent, and engaging
- Carry out user research and testing with a wide variety of user types and research methods
- Lead clients through UX methodologies including personas, user flows, wireframes, and design systems
- Advise other design agencies on how to design for the web
- Ensure that projects are meeting WCAG 2.0 AA standards as well as web sustainability best practices

HOUGHTON MIFFLIN HARCOURT

Lead Design Architect   April 2016 – August 2017
Senior Designer   May 2015 – April 2016

Worked as a Lead Design Architect on HMH's new digital ePub reader and new digital curriculum platform. I also supported curriculum development teams to ensure that their digital products would work seamlessly on the platform when it is ingested.

- Solved problems through a user experience design process, including user personas, user research, user stories, wireframes, iterative prototypes, and user interface design
- Advocated for design thinking within the immediate projects and throughout Houghton Mifflin Harcourt
- Ensured design interfaces and interactions were accessible and meet WCAG 2.0 AA standards
- Built a continuously updated design system that acted as a foundation for all design
- Participated in Agile development of the platform and ePub reader
- Worked hand-in-hand with the Content Strategy, Engineering, Business Analysis, and Product Management teams

PEARSON EDUCATION

Senior Designer   May 2013 – May 2015

Worked as a user experience and user interface designer in a small business unit that focused on struggling students in school by delivering tablet-only curriculum and assessments.

NORTH PARK UNIVERSITY

Graphic Designer   October 2008 – May 2013

TOP 3 STRENGTHS

(Besides my UX and UI chops, of course)

Simultaneously big-picture and detail focused

Meticulously organized

Thoughtfully observant

EDUCATION

North Park University
December 2009

BS in Advertising, concentration in Creative Design, Chicago, IL

AWARDS

Tech & Learning Award of Excellence
2013
iLit (inspireLiteracy) app

AOE recognizes creative new offerings that help educators teach, train and manage with technology. Evaluation criteria includes quality and effectiveness, ease of use, and creative use of technology.

SOFTWARE LOVES

Sketch, Zeplin, InVision, Axure, Slack, Trello, InDesign, Photoshop, Illustrator

Not my favorite, but I have experience in: Jira, Asana, ZenHub, Basecamp, Excel/Word/Powerpoint, Keynote, Lightroom

DON'T TAKE IT FROM ME...

"Without her expertise, there is no way this project would have turned out as smoothly or high quality as it did. [Her] attention to detail and ability to think big picture or small picture has been amazing."
– Coworker from 2018

"Emily is a stellar employee. She is helpful, willing to do the heavy-lifting and detail work, and has a clear vision of where the team and the (project) needs to go."
– Manager from 2016

"It's a rare combination to find an individual with her positive energy, talent, focus, willingness to listen, compassion, eagerness to grow, and openness."
– Manager from 2015