

References available upon request

PRODUCT STRATEGIST AND INTERACTION DESIGNER



greta louise anderson

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Education

TECH TALENT SOUTH

Code Immersion
Asheville, NC
January - March 2016
8 Week Coding Boot camp

UNIVERSITY OF BRIDGEPORT

BFA. Graphic Design
Bridgeport, CT
2008 - 2011

Skills

DESIGN

Adobe Creative Suite
UI Visual Design
UX Strategy
Interaction Design
Information Architecture
Custom Vector Graphics
Wireframing + Prototyping
User Story Mapping
Responsive First Web Design
Print + Editorial Design
Typography

TECH

Project Management
JIRA, Slack, Trello
Requirements Gathering
HTML5/CSS3
WordPress Development
Limited PHP (for WordPress)
Shopify (Liquid templating)

Experience

Greenstone Media // Product Strategist, VP of Software

February 2016 - August 2018 | Asheville, NC

- + Facilitate Research and Discovery phase for new clients, offering technical feasibility and UX consultations.
- + UX Strategy for websites, web apps, and mobile app products.
- + Gather & estimate project requirements, iteration cycles, & milestones.
- + **Mobile and Web Application project management:** host weekly client meetings, prepare development sprints, QA review, ensure deliverables are met on time, and invoice preparation (JIRA, Teamwork, Harvest).
- + **Software department leadership:** ensure all team members are well supported, host performance reviews, and lead weekly and daily scrums.
- + **UX Deliverables:** User personas, user journey and story maps, wireframes, mockups, prototypes and UI Design (Sketch & Invision).
- + Strong collaboration with CTO and agency president.
- + Set and monitor 30-day and 90-day department revenue and time goals.
- + Manage client expectations throughout the department.
- + Write and present new project proposals.

GeezLouise! Studio // Print and Digital Designer

May 2012 - Present | Remote

- + Design briefs and client satisfaction.
- + Project management, invoicing, and sales.
- + Brand and project strategy.
- + The Design Process (Research, Concept, Finalizing, Execution).
- + Site strategy, wireframes, mockups, WordPress development, hosting.

Skyrunner Internet // Web Services + Development

August 2015 - March 2016 | Asheville, NC

- + Create and design WordPress themes from scratch.
- + Client relationship development and sales.
- + Web design, development, and project management.

UC Magazine // Art Direction + Editorial Designer

November 2011 - May 2012 | New York, NY

- + Art direction.
- + Team leadership.
- + Precision with grids and type.
- + Understand and measure large-scale company goals.
- + Editorial design.