

References available upon request

## USER EXPERIENCE STRATEGIST AND INTERACTION DESIGNER



# greta louise anderson

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## Education

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### UNIV. OF WASHINGTON

MS Human Centered Design  
Seattle, WA  
September 2018 - Dec 2020

### TECH TALENT SOUTH

Full Stack Code Immersion  
Asheville, NC  
January - March 2016

### UNIV. OF BRIDGEPORT

BFA Graphic Design  
Bridgeport, CT  
2008 - 2011

## Tools + Skills

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### CREATIVE

Adobe Creative Suite  
Sketch, Invision  
UI Visual Design  
UX Strategy  
Interaction Design  
Information Architecture  
Wireframing + Prototyping  
Mobile Web Design  
Print + Editorial Design  
Typography

### COMPLIMENTARY

HCD Research Methods  
Agile Method  
Facilitation Techniques  
Project Management  
JIRA, Trello  
Requirements Gathering  
Usability Testing  
HTML5/CSS3  
WordPress Development

## Experience

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### GREENSTONE MEDIA // UX STRATEGIST, VP OF SOFTWARE

February 2016 - August 2018 | Asheville, NC

*I facilitated research and discovery phases for potential clients. This included leading UX strategy, technical research, prototypes, user requirements, and MVP roadmaps. I established trust with stakeholders and delivered product proposals for websites, web applications, and mobile app products. 8 of 9 product roadmaps were accepted and resulted in our department's revenue tripling in one year.*

+ **UX Methods:** User personas, customer journey and story mapping, wireframes, card sorting, usability requirements, user testing in iterative stages, low to high fidelity sketches and prototypes.

+ **UI Tools:** I created pattern libraries based on brand standards, I leveraged React NativeBase UI, Bootstrap UI, Sketch, Craft, and Invision for rapid mobile and web application prototypes.

+ **Product management responsibilities:** I gathered & estimated project requirements, iteration cycles, & milestones. I hosted weekly client meetings, monitored Agile development sprints and QA testing, and ensured deliverables were met on time for up to 6 congruent projects.

+ **Software department leadership:** I ensured team members were well supported, hosted performance reviews, and lead weekly and daily scrums.

+ **Additional responsibilities:** Advocated for HCD planning, evidence-based decisions and accessibility standards. I held a personal commitment to provide satisfaction, rapport, and trust with all clients.

### GEEZLOUISE! STUDIO // PRINT + INTERACTION DESIGNER

May 2012 - Present | Remote

+ **PM:** Sales, consultations, proposals, and manage client satisfaction.

+ **Strategy:** Site architecture maps, brainstorms, card sorting, content strategy documentation, and establishing brand guidelines.

+ **Production:** Wireframes, UI design, logo design, WordPress development, QA testing, hosting, and maintenance support.

### SKYRUNNER INTERNET // WEB DESIGNER + DEVELOPER

August 2015 - March 2016 | Asheville, NC

*I designed and developed WordPress themes using Underscores and Bootstrap, ensured quality client relationships, performed server and site migrations, and closed sales for the Web Design Department.*

### UC MAGAZINE // ART DIRECTOR + EDITORIAL DESIGNER

November 2011 - May 2012 | New York, NY

*I provided art direction, implemented brand standards, collaborated with stakeholders and editors, and exercised precision with grids and type.*