

Leslie Anders

Experience Designer

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Award-winning experience designer provides leadership while partnering with clients to achieve business goals. Works cross-functionally using Agile methodologies to link business requirements, complex technologies and user needs with clean, intuitive graphic interfaces. Leverages deep understanding of user needs in project after project, catalyzing lasting gains in team morale, efficiency, collaboration, and creativity. Reputation for innovative yet logical thinking; exceptional work ethic and high-quality deliverables.

UX EVANGELIST

- Design for Mobile • Strategic Planning • Team Leadership • Process Change & Improvement • Human Factors & Usability • Creativity & Visual Refinement • Brand Strategy & Development

EXPERIENCE & ACHIEVEMENTS

■ **UX Designer** (3 Month Contract) Framehawk, Inc., San Francisco, CA **01/2012–Present**

A VC-funded start-up bringing breakthrough mobility securely to enterprise business. ~\$17M venture funding; ~43 employees

Based in NY, the sole User Experience Designer: defined gesture scheme; product layouts; user interactions; visual look & feel for core products. Partner with clients to translate their enterprise application needs to iPad, adapting legacy software to behave naturally on a touch surface.

- Clarified the existing ad-hoc gesture set to align with iOS defined best practice gestures.
- Created new gestures that naturally expand iOS in order to execute functions not originally designed for touch interface.
- Defined and designed an expandable frameset of UI features.
- Designed default skins (look & feel) as well as alternate skins and custom skins for clients.
- Lead workshops with clients to gather requirements and come up with a solution to port both legacy and newer built applications to touch interface environments.
- Support sales team by creating before and after visuals: utilizing screen shots, able to quickly mock up a visualization of a possible solution.
- Worked with off shore development partners ensuring development matched specifications.

■ **Usability Engineer** (Contract) Standard and Poor's, New York, NY **10/2011–12/2011**

World leader in market finance indices (S&P 500); provider of independent credit ratings. ~\$2.6B annual revenue; ~10K employees

Translating paper processes for ratings questionnaire into a web-based solution by building an Axure prototype.

■ **Imagineer** (Contract) Medco Health Solutions, Inc., Franklin Lakes, NJ **12/2010–10/2011**

Fortune 35 pharmacy benefits manager, nation's largest mail order pharmacy. ~\$60B annual revenue; ~23K employees

Member of team tasked to design the future of Medco from the ground up, unconstrained by current technologies.

- Visualized high-level scenarios with Business Process Teams to identify process and data overlap across work streams.
- Brainstorm ways to engage users “wider and deeper” within Medco applications.
- Designed conceptual prototype for an iPhone app.

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■ **User Experience Designer** Automatic Data Processing, Inc. Roseland, NJ **12/2008–12/2010**

Among the largest business solution outsourcing firms; ~570K clients, ~\$9B annual revenue; ~40K employees worldwide

Coordinate business analysts, developers, and usability researchers to design and integrate features into enterprise-level web applications within tight timeframes. Ensure processes and interactions are intuitive, effective, and compliant with corporate standards. Assist in testing, collection and analysis of user insight during usability studies.

- Spearheaded dynamic “feature team” process to increase adherence to deadlines; using “Agile” methods; increased efficiency and productivity for 2 teams; requested leadership from a third team; Lasting impact:
 - Created greater camaraderie among team members;
 - Facilitated quicker team understanding of project requirements;
 - Delivered better time frames, cost-effectiveness, and performance.
- Coordinated with Business Analysts and leading security firm to increase security in self-service user registration while ensuring higher benchmarks in user experience:
 - Increased success and ease of password retrieval (80% failure rate before fix);
 - Eliminated redundant, time-consuming support calls for password recovery by empowering the end-user.

■ **User Interface Designer / Information Architect** Netsoft USA, New York, NY **3/2007–10/2008**

Strategic technology company focused on healthcare and financial services; Privately-held; ~30 employees

As first visual designer hired for User Experience team, improved integration of design concepts into company ethos as it grew from “back-end shop” to full strategic partner. Deliverables included leading clients in branding, designing new interfaces, writing style guides, and creating site maps and wireframes.

- Fostered respect between back-end and User Experience groups, contributing to effective collaboration and client satisfaction, by delivering presentation on the importance of visual design and the user experience to realize products’ potential.
- Honored with prestigious “Microsoft Excellence in Application Platform Optimization” Award for Exceptional User Experience contributions as the Information Architect and Experience Designer for Personal Umbrella Liability System for Navigators Insurance.
- Assisted Equity Health Partners secure vital funding by partnering with the firm to lead an idea through the branding and prototype development process for investor presentation.

■ **User Interface Designer** Dow Jones Local Media Group, Inc., Campbell Hall, NY **3/2005–11/2006**

Operating as Ottaway News Media, oversaw 14 community news sites around the U.S.; ~2,000 employees.

Hired as sole web designer for new centralized corporate web team, entrusted to redesign 14 sites in 12 months and ensure compatibility with new Content Management System. Executed delicate interaction with 14 independent webmasters who formerly operated without corporate input and feared for their jobs. Delivered projects according to time frame and budget; and developed templates for ease of future updating. Branded, designed and built destination guide website in 6 weeks for Nantucket audience.

- Raised profile of firm by achieving award-winning design in multiple areas; sites granted the Suburban Newspapers of America’s awards for “Best Web Site Architecture & Overall Design”, “Best Overall Local News Web Site”, and “Best Local Community Web Site.”
- Contributed to major profit opportunity as creator of information architecture, interaction design, visual design, and copy for classified ad builder utilized by all sites company-wide.

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■ **Web Designer** Cultural Heritage Alliance; Philadelphia, PA 3/1999–7/2002

Created all print materials, from catalogs to direct mail, for international tour company. Eliminated ~\$40,000 consultant fee by self-teaching Dreamweaver and building 200+ screen website. Drew 135+ travel itinerary maps in Illustrator. Simulated web calls efficiently with static screens describing tours.

■ **Senior Art Director** Columbia House Music Clubs; New York, NY 10/1992–11/1997

Promoted 3 times within 5 years for key contributions including design of the first in-house direct mail packages to be chosen as control (yielding a 19% increase in responses) and creation of first iteration of the CD-ROM Club website that became the standard format across entire company.

EDUCATION & TRAINING

- **Mini-Master of Human-Computer Interaction** Rutgers University; New Brunswick, NJ
- **Master of Professional Studies in Design Management** Pratt Institute; New York, NY *(75% Coursework Complete)*
- **Bachelor of Fine Arts In Graphic Design and Photography** The Cooper Union for the Advancement of Science and Art; New York, NY
- **1-Year Intensive Study Abroad (Full Scholarship) of Typography & Graphic Design**
The Basel School of Design; Basel, Switzerland (Most Instruction in German)

AWARDS & ASSOCIATIONS

- Triple award winner from Suburban Newspapers of America:
 - *Best Web Site Architecture & Overall Design*
 - *Best Overall Local News Web Site*
 - *Best Local Community Web Site*
- Microsoft Excellence in Application Platform Optimization, User Experience Usability Professionals Association
- Submission reviewer for the UPA 2011 International Conference

SKILLS

• Apple & PC Platforms • Adobe CS5 Suite • Balsamiq • Axure • Omni Graffle • HTML • CSS • Agile • Typography • Photography • Design

PORTFOLIO & BLOG

Samples of my work are viewable on my website: <http://www.leslie-anders.com/>

Note: due to confidentiality agreements, much of my web application work cannot be posted online or sent via email.

Read my blog: <http://leslieanders.wordpress.com/>
