

MY EDUCATION

SCAD 2005

BACHELOR OF FINE ARTS

GRAPHIC DESIGN

MY TALENTS

- Collaboration
- Team Building
- Humor
- User Interface Design
- Interactive & Mobile Design
- Agile Software Development/Scrum
- Discovery & Research
- User Testing
- Design System & Component Creation
- Understanding of Engineering Frameworks
- Graphic Design
- Typography
- Logo Design & Company Branding
- Photo Manipulation & Retouching
- Advertising & Sales Design

MY ACHIEVEMENTS

- Salesforce Certified User Experience Designer
- Salesforce Trailhead Ranger

Anna Bledsoe

SENIOR UX DESIGNER & STRATEGIST

ALPHARETTA, GA | oneexperienceux.com

ABOUT ME

I am a UX professional with extensive experience creating UX solutions that deliver proven results for software companies. I love collaborating with development teams, stakeholders and users to turn problems into simple, intuitive and creative solutions. I am always seeking new opportunities to create experiences that help us all win together.

MY CAREER IN DESIGN

PERFICIENT / CONTRACT

UX Design Consultant / Salesforce Implementation

July 2024 - September 2024

- Salesforce Implementation / U.S. DoD / Services Cloud

INCIDENT IQ

Senior UX/UI Designer

2022 - 2024

- Effectively and efficiently collaborated with PO's, PM's and development teams on opportunities to create better user experiences and new features across the platform that provided school systems with technical support tools for K-12 districts
- Broke through process barriers and pushed myself to explore different ways of envisioning and collaborating with various roles in order for us to be successful together in efficient ways
- Extended my training on UX Strategy and explored new areas of focus for my career path and future opportunities
- Grew tremendously as a designer and person in my role here, contributed to the creation of our design system and component creation, collaborated daily with the UX design team, applied my skillset to many aspects of the engineering organization and made an impact with my passion for design

SALESFORCE

Senior Experience Design Consultant

2021 - 2022

- Supported client implementations as a consultant of the Customer Service Group and broader UX team at Salesforce
- Worked with other Salesforce team members, Solution Architects, Tech leads, Account Managers and internal client scrum teams to help clients navigate the best strategies, workflows and components needed to get the platform up and running for their businesses
- Acquired the Salesforce User Experience Designer Certification
- Industries of focus included financial institutions and healthcare

FREELANCE EXPERIENCES

2012 - 2013

- **PureRED**
 - Integrated Marketing Agency
- **Solohealth**
 - Healthcare Technology
- **Remarkable Hire**
 - Online Talent Sourcing
- **Real Estate Rooster**
 - Real Estate Media

TRUEBLUE, INC.

UX Designer

2021 - 2021

- Worked alongside the product management and technology organization to build a foundation for UX at PeopleScout
- Established a strong foundation for triad collaboration (Product Manager, UX and Tech Lead) across scrum teams
- Mentored, partnered and collaborated with multiple vendors and UX designers across the organization to ensure design alignment and consistency in patterns across various product offerings
- Provided UX leadership and design support for strategic future planning and ideation
- Established Figma as our primary design and collaboration tool across teams while working with software engineering leads to establish component libraries that align with development frameworks

EVESTMENT, A PART OF NASDAQ

UX Designer

2019 - 2021

- As a member of the broader Agile Governance organization and UX team, I supported several key initiatives and scrum teams both onsite and off-shore to guide the execution of user experience solutions across various parts of the platform that were both client and internal facing
- Collaborated with stakeholders, product management, development, strategy leaders and clients to deliver software solutions that provided the insights and information they need to make informed investment decisions
- Collaborated daily with UX team members to establish and align design patterns, critique current work, create and maintain component libraries and design kits within Figma
- As a member of the broader Agile Governance organization and UX team, I supported several key initiatives and scrum teams both onsite and off-shore to guide the execution of user experience solutions across various parts of the platform that were both client and internal facing
- Collaborated with stakeholders, product management, development, strategy leaders and clients to deliver software solutions that provided the insights and information they need to make informed investment decisions

ADP

UX Designer III, ADP TotalSource

2016 - 2019

- Provided strategic, innovative, simple and practical user journeys for many different parts of the ADP system
- Provided design direction and collaborated with multiple agile teams on new products and enhancements to existing products by taking a lean UX approach
- Conducted design reviews and prepared work for development teams by creating and managing wireframes, high fidelity designs, prototypes and design specification documents
- Worked closely with the ADP corporate UX team to improve the overall user experience across all products and departments
- Maintained consistency throughout the ADP system and executed best practices by ensuring design standards were met and followed within teams

PEOPLEMATTER

Interaction Designer II

2013 - 2016

- Collaborated with mobile and web scrum teams using agile methodologies to build new products and features based on best design practices and modern trends
- Designed innovative mobile interfaces for employees and managers that meet hiring, scheduling, and training needs while on the go
- Created design solutions for Native iPhone and Android apps, as well as new features across multiple web products
- Worked closely with product owners and scrum teams to establish project goals and design deliverables to include user personas, mockups, wireframes, presentations, prototypes and detailed style guides
- Improved user experience based on market research with internal teams and customers, as well as buy-in from stakeholders, to ensure creation of the best user experience when designing new features
- Engaged with co-located development teams as well as many remote teams, to ensure quality of design output

DISCOVERY COMMUNICATIONS

Graphic Designer II, Discovery Digital Media

2009 - 2012

- Created interactive design solutions that provide users the unique experience to learn and play by means of online media across Discovery's diverse TV network websites.
- Designed mockups for new site launches and updates as well as graphics that supported video experiences, show promotions, marketing needs and business objectives.
- Produced clear visual social media solutions across many different networks.
- Worked collaboratively with design team members, product managers, editors, publishers, project managers, QA and development teams to complete successful projects.

HOWSTUFFWORKS.COM

Graphic Design Lead

2006 - 2009

- Created web page layout solutions, templates and graphics for online media to include site redesigns and html as well as client proposal materials for marketing and sales.
- Collaborated with illustrators to design layouts and print collateral for Express Magazine.
- Managed creative projects of graphic design interns and full-time designers.