

ANNA KESLER

User Experience Designer

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Exton, PA

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EXPERIENCE

Principal User Experience Designer I PTC *July 2017 - Present*

- ▶ Lead the UX re-design and design for ThingWorx, an IIoT solution.
- ▶ Lead the UX design for Solution Central Edge (SCE), a SaaS application.
- ▶ Contribute to the Design System for PTC products.
- ▶ Collaborate with multi-disciplinary teams to plan for product functionality.
- ▶ Utilize Lean UX and Design Thinking.
- ▶ Conduct UX Research.

Sr. User Experience Designer I PTC *May 2014 - July 2017*

- ▶ Lead the user experience redesign of ThingWorx.
- ▶ Conduct user research studies for ThingWorx to identify areas of improvement and validate new designs.
- ▶ Work with UX researchers to generate personas for the ThingWorx platform.

Digital Art Director I Circa Healthcare *May 2011 - May 2014*

- ▶ Lead, design, and develop digital experiences from concept to completion.
- ▶ Design UX/UI and develop content outlines, flowcharts, sitemaps, and wireframes for iPad applications and websites.
- ▶ Design and develop Flash banner ads, HTML newsletters, and websites to accompany product marketing campaigns.
- ▶ Design and develop pixel perfect custom websites with HTML5/CSS3 and Drupal.
- ▶ Design and develop eBooks for iPads.
- ▶ Mentor junior members and print art directors on digital design standards.

Freelance Web Designer *Jan 2008 - May 2014*

- ▶ Design and code custom HTML/CSS and Flash websites and e-newsletters.
- ▶ Maintain and update current customer websites.
- ▶ Create graphics for mobile applications for iPhone, Android, and Layar.

Graphic/Web Designer I Maxwell Systems *Aug 2008 - Dec 2008*

- ▶ Maintained company website.
- ▶ Designed and coded HTML e-mail blasts and e-newsletters.
- ▶ Created flash animations for company trade shows, conferences, and website.
- ▶ Designed and created product brochures, packaging, print ads, postcards, and other printed material.

Sr. Creative Services Associate I The Profero Group *Dec 2005 - Aug 2008*

- ▶ Produced print and multimedia projects for Johnson & Johnson Pharmaceutical and Bio-Tech companies which included promotional print materials, Flash animations, website interface design, and websites.
- ▶ Managed all aspects of a project from concept to production.
- ▶ Assisted in devising and maintaining standard operation procedures to ensure high quality and consistency in all company services.

Graphic Designer I Pets Plus USA *July 2005 - Dec 2005*

- ▶ Designed hot sheets, signage for latest promotions and templates for customer pet information package.
- ▶ Photographed products and pets for future advertisement campaigns.
- ▶ Created graphics for company web site.

EDUCATION

Masters of Science in Interactive Design and Media

PHILADELPHIA UNIVERSITY (now Thomas Jefferson University), Philadelphia, PA
Graduated: December 2010

Web Design Certificate

UNIVERSITY OF THE ARTS, Philadelphia, PA
Date of Completion: April 2008

Desktop Publishing Certificate

BUCKS COUNTY COMMUNITY COLLEGE, Newtown, PA
Date of Completion: December 2005

Bachelor of Arts in Psychology Major, Business Administration Minor

ARCADIA UNIVERSITY, Glenside, PA
Graduated: May 2003

SKILLS

Wireframing
Prototypes
User Personas
User Flows
UX Research

TOOLS

Axure
Figma
Miro
Jira

EXPERIENCE WITH

HTML
CSS
Drupal
Photoshop
Illustrator