

ANNA KESLER

User Experience Designer

www.annakdesign.com

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Exton, PA

215.796.2153

SKILLS

Wireframing

Prototypes

User Personas

User Flows

UX Research

TOOLS

Axure

Figma

Miro

Jira

EXPERIENCE WITH

HTML

CSS

Drupal

Photoshop

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

EXPERIENCE

Sr. Product Designer | HG Insights *December 2021 - Present*

- ▶ Create processes to streamline the design-to-engineering process.
- ▶ Lead initiatives to develop a Design System and a UX Pattern library.
- ▶ Solve complex user design challenges for SaaS applications.
- ▶ Conduct design validation through user research.
- ▶ Mentor junior designers.

Principal User Experience Designer | PTC *July 2017 - December 2021*

- ▶ Lead the UX re-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 | 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 | 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 | 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 | 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 | 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.