

# ANNA KESLER

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## DRIVEN LEAD PRODUCT DESIGNER

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Over 9 years of experience in the UX Design field with background in Web and Graphic Design. Goal and result oriented leader with enthusiasm to mentor others. Experience leading multiple products through various design stages to accomplish business goals.

### WORK EXPERIENCE

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HG Insights | Dec 2021 - present

#### **Sr. Product Designer**

- Created customer centric UX design for multiple products on the HG Insights platform.
- Headed initiatives to develop design systems and a UX pattern library.
- Streamlined processes for and mentored design and engineering teams.
- Championed Lean UX and design thinking best practices across the company.

PTC | 2014 - 2017

#### **Principal User Experience Designer** | July 2017 - Dec 2021

- Spearheaded UX for SaaS apps and IIoT solutions through Lean UX and design thinking.
- Forwarded design systems for PTC products in collaboration with multidisciplinary teams.

#### **Sr. User Experience Designer** | May 2014 - July 2017

- Facilitated ThingWorx user research studies to identify improvement opportunities, validate new designs, and lead the UX redesign.
- Collaborated with UX researchers to generate ThingWorx platform personas.

Circa Healthcare | May 2011 - May 2014

#### **Digital Art Director**

- Led, designed, and developed end-to-end digital experiences.
- Created content outlines, flowcharts, sitemaps, and wireframes for iPad apps and websites.
- Developed flash banners, HTML newsletters, and websites to pair with marketing campaigns.
- Prepared pixel-perfect, custom websites leveraging HTML5/CSS3 and Drupal.
- Educated junior designers and print art directors on digital design standards and best practices.

Various Clients | Jan 2008 - May 2014

#### **Freelance Web Designer**

- Customized HTML/CSS code for flash websites and e-newsletters.
- Maintained and updated current customer websites.
- Created graphics for iPhone, Android, and Layar mobile applications.

Maxwell Systems | Aug 2008 - Dec 2008

#### **Graphic/Web Designer**

- Administered the company website while designing HTML email blasts and e-newsletters.
- Created flash animations for company trade shows, conferences, and websites.
- Developed product brochures, packaging, print ads, postcards, and other printed collateral.

The Profero Group | Dec 2005 - Aug 2008

### **Sr. Creative Services Associate**

- Produced print and multimedia projects for Johnson & Johnson Pharmaceutical and other BioTech companies, including promotional print materials, flash animations, websites, and UIs.
- Spearheaded end-to-end projects from conceptualization to production.
- Devised and maintained SOPs to raise quality and enable consistency in all company services.

***Prior Experiences: Pets Plus USA, Graphic Designer***

## **EDUCATION**

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### **Masters of Science, Interactive Design & Media**

Thomas Jefferson University (formerly Philadelphia University), Philadelphia, PA | 2010

### **Bachelor of Arts, Psychology**

Arcadia University, Glenside, PA | 2003

## **TECHNOLOGIES, CERTIFICATIONS, & AWARDS**

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**Technologies:** Adobe Suite, Axure, Figma, Jira, HTML, CSS, Drupal, Photoshop

**Certifications:** Web Design Certificate, University of the Arts;  
Desktop Publishing Certificate, Bucks County Community College

**Awards:** 2x Excellence Award, PTC