

Anat Szendro Sevilla, MS

College Park, MD | 917.434.4666 | anats@umd.edu | [LinkedIn](#) | [UX Portfolio](#) | [Visual Design Portfolio](#)

UX & VISUAL DESIGNER/ PRODUCT DESIGNER

Creativity & Design Thinking | Consulting | Graphic Facilitation | Strategy Development | Change Management

15+ years' experience driving growth by delivering world-class visualization services and meaningful customer experiences. Dynamic and entrepreneurial Human Computer Interaction Master's Graduate (4.0 GPA) with deep experience in visual communication as well as online and offline marketing design; excel at analyzing customer problems and designing delightful solutions that meet measurable business goals. Recognized for further developing human-centered design thinking tools by leveraging deep curiosity and love of learning. Record of success in teaching and workshop facilitation. Traveled to/ worked in 20+ countries (e.g., UK, US). Led 3 staff.

Key Strengths:

Branding | User-Centered Marketing Websites | Print Design | Graphic Recording | Storyboarding | Innovative | Team Player | Empowering Leadership | Persuasive Communicator | Interpersonal Communication | Collaboration | Problem-Solving | Organization | Critical Thinking | Time Management | Proactive | Active Listening | Empathy | Bilingual (English, Hebrew)

Selected Highlights

- **Managed design for 20 companies across sectors**, including entertainment, financial, industrial, and medical fields.
 - Major clients included Siemens, Cyberbit, Negev County, and Tel Aviv University.
 - Earned several positive reviews, including the following at TukTuk Design Studio: "Anat worked with me to find the artistic expression for all that I wanted to convey-that the website was fun, serious, food-centered, content driven, different. According to my subscribers, Anat hit the mark with panache."
- **Increased sales 22%** for leading pharmacy company in six months by successfully conducting market research, executing winning design decisions, and selling concepts.
- **Designed [winning poster](#) for Israel's 70th year for Holocaust Remembrance Day (won contest out of tens of designers)**; poster communicated the loss of a single family as a way to connect youth to Holocaust and was mass printed (<5K) and distributed in high schools as part of curriculum; lesson plan based on poster was created and taught in 200+ schools.

Professional Experience

Design Thinking Coach –UMD Academy of Innovation & Entrepreneurship | College Park, MD | 2022-Present

Coached 16 students in a Become a Design Thinker university course with two facilitators (<https://aieinnovationfellowship.splashthat.com/>).

Freelance UX Consultant – Stellar User Experience, LLC | Poolesville, MD | 2022-Present

Spearhead improvements in client's UX designs by performing market research and analysis (analyzed 15 interviews), testing solutions, and creating roadmaps. Implement the right UX processes, methods, and tools to enhance products' usability.

- Conducted discovery research to support NIH SPARC portal sustainability.
- Interviewed scientists to inform changes to SPARC pages and navigation to make them sustainable for various users.

Lecturer Part-Time – UMD Information School | College Park, MD | 2022-Present

Hand-picked to design and teach courses (20 per class), as well as develop and enrich Information Design Program. Joined UMD Design Culture and Creativity—a program for makers and thinkers who investigate digital age through interdisciplinary design; program fosters open environment that encourages students to explore relationship among emerging media, creative practices, and society.

- Crafted and taught new course, Design Thinking and Visual Communication, which reached 90% of class capacity the first time it was offered and motivated 96% of students to say they would recommend it to a friend; course was aimed at enhancing students' creativity, curiosity, and empathy.
- Developed and led new course, Visual Communication As a Tool for Creativity, that received excellent feedback over two semesters; 2021 student survey reported: "This course has to be one of my favorite courses I've taken.... I think the course has provided a really nice look into the thinking behind design and the assignments provide me with a 'required' way to express myself creatively."

Anat Szendro Sevilla, MS

Rockville, MD | 917.434.4666 | anats@umd.edu | LinkedIn: <http://www.linkedin.com/in/anat-szendro-sevilla/> | Page 2 of 2

Freelance Designer – TukTuk Design Studio | Tel Aviv, Israel | 2016-2021

Managed delivery of high-quality, usable, and full-range design deliverables to 20 companies, including Siemens and Rekah Pharmaceutical. Designed existing products and led research needed to launch new products and features; produced 3D printing models for Siemens, and facilitated a clear separation between in-house portal and marketing under same web infrastructure for Rekah. Worked collaboratively with cross-functional teams of managers, accounting staff, motion designers, and developers.

- Boosted Tel Aviv University Program’s enrollment 16% in three months by meeting clients’ design expectations.
- Led Forma Real Estate Fund to raise 133M euros in six months and become one of Israel’s leading real estate funds by rebranding fund; initiated, conceptualized, defined, prioritized, and managed creation of cohesive brand language, and wire-framed/designed website and all marketing materials.

Graphic Designer – 2W Design Studio | Jerusalem, Israel | 2015-2016

Identified clients’ design problems through observations, and executed solutions to solve their needs. Coordinated development of a wide variety of offline marketing materials. Established close relationships with five major clients.

- Engaged new audiences and boosted sales via branding for RAFA Pharmaceutical, thus increasing their OTC market share.
- Increased sales and visibility by effectively overseeing processes.

Art Facilitator – Jewish Art Lab | Minneapolis, USA | 2012-2014

Co-established lab that explored themes related to Judaism and art-making. Improved artists’ design-thinking processes by facilitating high-quality creative workshops. Implemented new creative methodologies, including crazy 8s, mix and match, and brainstorming.

- Grew number of lab participants from 15 to 28 in several years, and led lab to be featured in local newspapers, which propelled launching of other similar labs in other cities.
- Curated evening exhibition where 20% of designs were sold, with designs being featured online and in print media; lab was sponsored for two more years following exhibition.

Head of In-House Graphic Design Department/ Graphic Designer – Quarrix & Diversiplast | Minneapolis, USA | 2012-2014

Oversaw all graphic elements of division, including marketing, digital assets, and packaging in fast-paced, deadline-driven setting.

- Appointed as lead designer due to demonstrated leadership and design skills.
- Launched new brand language for Diversiplast.

Art Director – Yehoshua\TBWA | Tel Aviv, Israel | 2010-2011

Recruited for this position directly after graduation. Created multiple concepts for assigned products in partnership with senior copywriters and accounting team. Managed offline and online guerilla marketing, newspaper ads, billboards, and radio commercials. Oversaw multimillion-dollar budget.

- Developed multiple concepts for assigned products in partnership with senior copywriters and accounting team.
- Played pivotal role in increasing sales of two main clients: McDonald’s and Toyota.

Earlier Roles: **Junior Graphic Designer – Tambour, Netanya, Israel (2006-2010)** (designed business cards, banners, and catalogs)

Education, Certification & Professional Development

Master of Science in Human Computer Interaction – University of Maryland (UMD), College Park, MD (GPA: 4.0)

Relevant Courses: Design Thinking Studio Lab | UX Research Methods | Interaction Design Studio | Advanced UT | UX Strategy | Fundamentals of HCI | Business UX Strategy | Visual Design Studio

Bachelor of Design in Visual Communication – Bezalel Academy of Art & Design, Jerusalem Israel

Certification – UX/UI Design Certification, Netcraft Academy

Training – Teaching & Learning Studio: 2023 Workshop, Stanford University (In Progress)

Expertise/Teaching

Artist in Residence: “When an Idea Meets Sisterhood and Creativity,” MPLS, MN | Chief Commander of Social Workers Training Course – Israeli Defence Force