

Annie Wilson

Product Designer

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I'm an Australian designer with over 6 years experience creating beautiful product experiences. I have a keen interest in emerging technologies and the role great design plays in everyday life.

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## Experience

### Senior Designer • 2015–Present

This Little Duck, Sydney Australia

Led design direction for inhouse products and for clients like UNSW, ABC, SBS, Ooh! Media and Inner West Council. Led company rebrand—new visual identity, new website. Saw designs through from concept to development. Created online pattern libraries for web apps and websites, and wrote lean, accessible, production ready markup and css.

### UI Designer / Developer • 2013–2015

Enigma (Formerly XO Digital), Sydney Australia

Designed user interfaces for responsive websites and tools. Designed home loan calculators and interactive financial planning tools. Designed websites for nib, Eco Logical Australia, Downer Group and Kitchenaid.

Transformed designs into software with front-end development. Improved design output and bridging the gap between designer and developer. Conducted usability evaluations and analysed research to provide user experience recommendations.

### Digital Designer • 2011–2013

Creative Licence Digital, Sydney Australia

Established creative direction for a range of digital products for clients and in-house products. Trained, mentored and oversaw work of junior designers. Designed products, apps and responsive websites for user interfaces across digital platforms for clients like Novartis, Roche, Monster Energy and Woven Image.

Led design of in-house iOS enterprise platform—Field inTouch—from concept and wireframing to creative direction, design of visual system of user interface elements and front-end development (HTML & CSS), including a Mobile CRM Data Management system module for sales presentations.

### Freelance Product Design • 2010–2017

Worked on freelance projects for clients. Design and front-end development for mobile apps and responsive websites, customised Squarespace sites and created visual identities for startups.

### Waste Education Project Officer • 2010

Charles Sturt University, Wagga Wagga Australia

Designed and implemented education campaign with CSU Green at Charles Sturt University about recycling, reducing waste and sustainability. Designed all educational material for campaign-interactive Flash based tutorial, posters, maps of recycling areas around campus and presentations.

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## Education

### Bachelor of Arts - Graphic Design

Graduated 2011 • Charles Sturt University, Wagga Wagga Australia

### Brobygrafiska Graphic Design Program

June 2010 • Brobygrafiska, Sunne Sweden

### Oregon State University Exchange

Sep–Dec 2008 • Oregon State University, Oregon United States

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## Skills

### Design

- User experience centred UI design
- Wireframing & prototyping
- Illustration & icon design
- Branding & logo design
- Photo manipulation
- Animation & interaction design

### Technical

- Responsive html, css & javascript (basic js)
- Modern web technologies such as git, grunt, node, sass, less, svg.
- Sketch & Adobe CC
- Prototyping software (Invision, UXPin, Moqups, Framer.js etc)

### Personal

- Keen advocate for the user
- Great eye for detail & strong sense of visual aesthetic
- Active team collaborator & self motivated independent worker
- Able to take direction & critique
- Quick & eager to learn
- Able to manage & prioritise workload