Annamarie Trank

I am a passionate UX/UI designer who specializes in human-centered design. By utilizing research-driven methods, I create websites that fuse user-experience with business objectives. With 5 years of experience, I am seeking a collaborative work environment that challenges me to hone my craft.

Key Strengths

Adobe XD

Sketch

Figma

Wordpress

Elementor

Adobe Photoshop

Adobe Illustrator

Adobe Indesign

Adobe Premier

Education

John Brown University
Bachelor of Science in Graphic Design
Graduated May 2017

Certificates

The Interaction Design Foundation

• Mobile User Experience (UX) Design

• UI Design Patterns for software

• Interaction Design for Usability

• Accessibility: How to Design for All

• Human-Computer Interaction - HCI

• User Research Best Practices

• Information Visualization

Contact

Portfolio: **annamarietrank.com**

Work Experience

Jonesen | Los Angeles, CA
UX/UI Web Designer | January 2020 - present
• Collaborated with developers and project managers to re-design websites that meet client's needs
• Utilize UX/UI design methods to design websites from a user perspective
• Developed the front-end of websites using Wordpress and Elementor
• Presented User Experience strategies as a key speaker in an online conference with over 400 views
• Provide low and fidelity prototypes to convey progress to clients
• Performed various maintenance and updates to existing websites
• Created custom graphics and icons for various websites
• Conducted demographic research to create data-driven designs
• Maintain a company brand guide for internal use
• Conceptualized, filmed, and edited promotional videos
• Manage Jonesen's social media presence by creating content for Instagram and Facebook
• Increased Jonesens social media engagement by 60%
• Manage clients' social media accounts
• Researched end user demographics and created user personas to aid in strategizing and creating custom website mockups
• Worked with Yoast SEO to tag keywords and define web searches to boost website SEO

Central United Methodist Church | Fayetteville AR
Visual Designer | May 2017 - November 2019
• Worked on a team to re-design the organizations website
• Conceptualized and curated content for the company website.
• Spearheaded all social media strategy by creating content scheduling a content calendar
• Executed multiple projects for different departments simultaneously
• Strategized, filmed, and edited promotional videos for the organizations website and social media accounts

A Rocha | June 2016 - July 2016
Graphic Designer
• Designed graphics for the organizations website
• Edited promotional videos in Adobe Premier
• Photographed stock images for the company's website