



Austin, TX USA

(609)-273-2183

annieszarmach@gmail.com

www.annieszarmach.com

UX/UI Design Certificate

University of Texas - Austin

Courses covering design thinking, research, definition, ideation, prototyping, and coding.

Bachelor of Arts in Media Arts and Design

James Madison University

Minor: Spanish

Software

Adobe Creative Suite
Sketch
Figma
InVision
Adobe XD
Miro

Work Experience

Product Designer II - *Care.com*

23-Present

Redesigned the mobile web, desktop, and mobile app search directory and filtering experience by improving UI, implementing more relevant filters, and updating design to be consistent across all platforms. Initial release resulted in a 10% increase in conversions from basic to premium memberships.

Launched a new messaging feature across all platforms that allows users to talk to one another before booking. This feature was a direct response to a high number of booking cancellations, as well as critical user feedback. Resulted in a 145% increase in job requests.

UX/UI Design Mentor - *Chegg Skills*

23-Present

Mentoring 10+ students in the 6 month UX/UI Design Immersion Certificate program.

Teaching interview skills, resume writing, presentation skills, case study/portfolio creation, and Figma techniques.

Reviewing and critiquing student work - providing meaningful feedback on user research, case study slide decks, and UI design in order to help students grow.

Product Designer - *8fig*

22-23

Achieved a 40% increase in eCommerce store connections by researching, planning, and designing an onboarding experience focusing on humanization, increasing user trust and satisfaction.

Reduced customer service inquiries by designing a funding offer an activation experience that is easily understood and accessed by users.

Collaborated, built, and maintained a design system that ensured brand consistency and quality user experience.

UX Designer - *treXis*

21-22

Designed wireframes and prototypes for responsive web, iOS, and Android banking application using Sketch and Invision.

Ran weekly design workshops for clients and iterated designs based on user, business, and stakeholder requirements to deliver MVP.

Collaborated with clients, partners and development team to ensure consistency in product branding and strategy.

Managed extensive design systems and libraries in Sketch.

Design + UX Manager - *3 Enrollment Marketing*

20-21

Researched solutions for higher education marketing to Gen Z.

Managed and designed templates for emails, landing pages, digital ads, and print packages.

Designed and built motion graphics for digital ad campaigns.