LESLIE ANDERS
EXPERIENCE DESIGNER

info@leslie-anders.com
leslie-anders.com

With over 10 years as a User Experience Designer for Fortune 50 and start-up companies, hands-on designer provides team leadership while partnering with clients to achieve business goals. Experienced at cross-functional work using "Agile" methodologies to link business requirements, complex technologies and user needs; catalyzing lasting gains in team morale, efficiency, collaboration, and creativity. Empathizes with end-users to gain understanding of needs in projects. Innovative and logical thinker; creates clean, intuitive graphic interfaces with an exceptional work ethic and high-quality deliverables.

SKILLS

- UX Evangelism & User Advocacy • Effective Communication • Team Leadership • User-Centered Design Process
- Process Change & Improvement • Design for Mobile • Agile • Responsive Design • Human Factors & Usability
- Strategic Planning • Graphic Design • Typography • Photography • Creativity & Visual Design • User Testing
- Apple & PC Platforms • Adobe Creative Suite • Balsamiq • Axure • Omni Graffle

EXPERIENCE

UX Designer, Geller & Company, NYC, NY   **01/2014–Present**
Strategic financial advisory firm whose clients include businesses and high net worth individuals and families.
- Sole designer on IS team, working with developers to enhance usability and visual design of 30+ custom apps
- Overhauled company SharePoint intranet: architecture, visual design as well as content
- Designing responsive, dynamic intranet, leveraging UX research discoveries of changing needs of users

Director of UX Design & Marketing (Consultant), Currant, NY Metro Area   **04/2013–12/2013**
Start-up affiliated with NJIT creating a mobile app and enterprise-level web application aiding emergency communication
- Partner with founder to visualize concepts, develop IA, UI, and visual design of award-winning flagship mobile app
- Design corporate logo, website, define and develop brand while overseeing marketing staff
- Creating enterprise-level platform to present raw data gathered from app and display to users as actionable items

Lead UX Designer (Contract), House Party, Inc., Irvington, NY   **05/2012–02/2013**
Social media company combines digital, word-of-mouth & experiential marketing to build brands, drive sales; ~50 employees
- Reported to CTO, re-architected back-end platform for internal users to reduce man-hours, time to market, increase productivity and profitability
- Gathered requirements through stakeholder interviews & observation, analyzed business needs
- Created wizard-like process flows to reduce errors and aid in task completion
- Directed and mentored visual designer in integration of visual design and usability

Lead UX Designer (Contract) Framehawk, Inc., San Francisco, CA   **01/2012–04/2012**
VC-funded start-up bringing breakthrough mobility securely to enterprise business; ~$17M venture funding; ~ 43 employees
- Partnered with clients to translate their enterprise application needs to iPad, adapting legacy software to behave naturally on a touch surface
- Clarified existing ad-hoc gesture set to align with iOS best practices while defining new gestures that expand iOS set
- Support sales team by creating before & after presentations utilizing screen shots to quickly mock-up a possible solution
- Worked with off-shore development partners ensuring code matched specifications

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■ **Usability Engineer** (Contract), Standard and Poor's, New York, NY   **10/2011–12/2011**
Leader in market finance indices (S&P 500); provider of independent credit ratings; ~$2.6B annual revenue; ~10K employees
- Translated paper process for proof-of-concept into a web-based solution by building an Axure prototype

■ **Imagineer** (Contract), Medco Health Solutions, Inc., Franklin Lakes, NJ   **12/2010–10/2011**
Fortune 35 pharmacy benefits manager, nation's largest mail order pharmacy; ~$60B annual revenue; ~23K employees
- Member of team tasked to design the future of Medco from the ground up, unconstrained by current technologies
- Visualized high-level scenarios with business process teams to identify process and data overlaps across work streams
- Brainstorm ways to engage users "wider and deeper" within Medco applications
- Designed conceptual prototype for an iPhone app

■ **User Experience Designer,** Automatic Data Processing, Inc., Roseland, NJ   **12/2008–12/2010**
Among the largest business solution outsourcing firms; ~570K clients ~$9B annual revenue; ~40K employees worldwide
- Designed and integrated features into enterprise-level web applications within tight timeframes. Ensured processes and interactions are intuitive, effective, and compliant with corporate standards. Gathered business requirements, assisted in user testing, collection and analysis of user insight during usability studies
- Spearheaded dynamic "feature team" process to increase adherence to deadlines using "Agile" methods resulting in: increased efficiency and productivity, greater camaraderie among team members; quicker team understanding of project requirements and fewer errors during QA process
- Designed UI and processes that increase security of self-service user registration while ensuring higher benchmarks in user experience, increased success and ease of password retrieval (80% failure rate before fix)

■ **User Interface Designer / Information Architect,** Netsoft USA, New York, NY   **03/2007–10/2008**
Strategic technology company focused on healthcare and financial services; Privately-held; ~30 employees
- Improved integration UX into development process as it grew from "back-end shop" to full strategic partner. Deliverables included logo design, site maps, wireframes, UI specs and style guides

■ **User Interface Designer,** Dow Jones Local Media Group, Inc., Campbell Hall, NY   **03/2005–11/2006**
Operating as Ottaway News Media, held 14 community news sites around the U.S.; ~2,000 employees.
- Hired as sole web designer for new centralized corporate web team, entrusted to redesign 14 news sites in 12 months, judiciously interacted with 14 independent webmasters who formerly operated without corporate input

EDUCATION

- **Rutgers University**: Mini-Masters of Human-Computer Interaction; New Brunswick, NJ
- **Pratt Institute**: Masters of Professional Studies in Design Management (75% Coursework Complete); New York, NY
- **The Cooper Union for the Advancement of Science and Art**: Bachelor of Fine Arts; Graphic Design and Photography (full four-year scholarship), New York, NY
- **Die Kunstgewerbeschule/Basel School of Design**: 1-year study abroad; Typography & Graphic Design (full scholarship), Basel, Switzerland (most instruction in German)

AWARDS & MEMBERSHIP

- AT&T Civic App Challenge-New Jersey
- Triple award winner from Suburban Newspapers of America:
  - *Best Web Site Architecture & Overall Design*
  - *Best Overall Local News Web Site*
  - *Best Local Community Web Site*
- Microsoft Excellence in Application Platform Optimization: User Experience Usability Professionals Association
- Membership: UXPA; AIGA; Submission reviewer for the UPA 2011 International