ANNA GROMAN

UX/UI Designer

CONTACT

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🏠 Rockland, ME, USA

EDUCATION

UX DESIGN
General Assembly | 2018

SUMMER PUBLISHING INSTITUTE
New York University | 2018

**BACHELOR OF ARTS:
STUDIO ART; ECONOMICS**
St. Mary's College of Maryland | 2015

EXPERTISE

SKILLS

User-centric Design
Project Management
User Testing
Wireframing
Prototyping
Personalization

Responsive Web Design
HTML, CSS, liquid, & jQuery

Collaboration
Leadership

SOFTWARE

Figma
Dynamic Yield
Adobe Creative Cloud
Miro
OptimalWorkshop
Microsoft Office Suite
Wordpress

ABOUT

Experienced UX Designer with a strong background in end-to-end product design, team leadership, and establishing effective UX practices. Specializes in creating personalized user experiences that drive business success.

EXPERIENCE

UX/UI DESIGNER

Wild Fork Foods | Remote | July 2022 - Present

- Led end-to-end creation of innovative features, employing usability testing and surveys to optimize feature prioritization, resulting in maximum ROI and seamless functionality.
- Established and advanced the UX design discipline, leading research efforts and using data analysis to identify growth opportunities and implement strategic solutions.
- Orchestrated a comprehensive personalization strategy powered by Dynamic Yield, boosting conversion rates, tailoring product suggestions, and increasing revenue/user & AOV through dynamic content adjustments.
- Segmented users based on purchase history, browsing behavior, and preferences, shaping distinct user journeys to guide product discovery.

UX/UI MANAGER

Golden Peak Media | Remote | Oct 2021 - July 2022

- Developed new products, including wireframing, prototyping, UX testing, and design handoff to align product goals with user needs.
- Managed UX & UI for five digital properties, utilizing prototyping tools to convey concepts and drive direction based on corporate initiatives.
- Created, managed, and mentored a distributed team across user experience, design, and development.
- Oversaw production specifications and optimized project timelines with agile methodology, fostering seamless collaboration with cross-functional teams.

UX/UI DESIGNER

Golden Peak Media | Remote | Oct 2020 - Oct 2021

- Built and established the UX design discipline, led research practices, and contributed to product strategy using qualitative & quantitative data analysis to identify growth opportunities and implement solutions.
- Presented strategic design insights to the Executive Team using interview quotes and prototypes to drive user-centric design decisions.
- Designed and successfully launched over 10 new revenue-driving features across eCommerce digital properties, generating $400K in revenue within the first year.
- Implemented a subscription membership program for 30k+ craft enthusiasts.

UX DESIGNER & FRONT END DEVELOPER

BrightStores | Remote | Jan 2017 - Oct 2020

- Led the UX/UI redesign of admin-side software.
- Designed B2B e-commerce storefronts and managed a remote front-end dev team, addressing client needs by providing quotes and timelines before implementing changes.

UX DESIGN COURSE ASSISTANT INSTRUCTOR

General Assembly | Remote | Oct 2018 - Oct 2021

- Mentored students by providing project feedback and industry advice.
- Led break-out lessons, covering subjects including how to lead usability testing sessions, conduct market research, and create project proposals with timelines.