

Hi,

Since I got my first copy of Adobe Photoshop 4.5 in 1999, I have been obsessed with design. What started as an all-consuming hobby building websites, and making posters for myself and friends became a career doing the same for national brands like Kroger, Time, Inc. and Chico's. I've been working full-time for more than 6 years, refining my taste and learning to balance the needs and desires, and identity of the client with the restrictions, requirements, and objectives of the project at hand. This eye for balance allows me to deliver pixel-perfection across mediums and on any screen.

What can I bring to your company?

I am experienced with Adobe's suite of programs. When designing, I am flexible and focus on what's best for the client, the brand, and the agency or company. Not only do I work well within a team, I also take a proactive approach to solving design problems, working through challenges and driving the project forward.

At Great Here, I was responsible for devising and producing designs and wireframes, and coding websites, email newsletters, and online sweepstakes for a variety of clients including Time, Real Simple Magazine, Southern Living, Sunset, and InStyle. I also gained valuable experience with content management systems such as MODX, Joomla, Wordpress, and Drupal.

In my role at Kroger, I take full ownership over my projects, working within diverse teams of designers, developers, copywriters, and analysts. We produce mockups that are designed with not only the user, but also the developer in mind.

I am a passionate, dedicated leader on the Marketing team for our "Ignite" Associate Engagement taskforce. This role enables me to help make Kroger Technology a better and brighter place to work. I assist in the organization and promotion of events that bring us all together. From accountants and business analysts to developers and executives, I balance the priorities and personalities of the different teams within the company to elevate Kroger's reputation as an innovator in retail technology. I also advocate for my own design team's services to keep the business coming to us for their needs, and drive positive change to make Kroger a more user-centered company. My team has taken design thinking and User Experience from being a "nice to have" to a "must have" on every project and initiative.

TLDR;

I will bring creativity, passion, and experience to each challenge. I would love to work in a modern office with a tight-knit team and fast pace. I am a proactive team player who can work unsupervised, with a frank determination to find the best solution for the design problem at hand. I always strive to elevate those around me both personally and professionally.

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ANNA WILLOUGHBY

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FULL-TIME

KROGER 02/2015 - PRESENT

RESPONSIBILITIES

IGNITE In charge of the design direction for the Ignite team (the Cultural Council and Associate Engagement task force). Mentored budding designers and led campaigns involving 2-4 junior and aspiring designers.

UI/UX Design public facing & internal websites & applications, assist with research (focus groups, eye tracking), provide feedback on usability of existing products. Design icons for internal apps & POS. Produce detailed style guides, 3D renderings (SketchUp), & detailed plans for R&D projects.

ACCOMPLISHMENTS

Increased participation in the annual Associate Engagement Survey to 90% through marketing efforts led by myself and the Ignite marketing team. Designed and launched www.kroger.com/livekt in time for the 2016 Kroger Technology TechExpo (3-4 months concept to completion).

HIGHLIGHTS

LIVEKT RECRUITING WEBSITE Designed LiveKT Recruiting responsive website. Managed the copy documents (pulling together copy and pull quotes from multiple sources), organized photoshoots, produced and prepped all graphics as well as a style guide for the site, and collaborated with an offsite development team to ready the site for launch for the 2016 Kroger Technology Tech Expo.

IGNITE LOGO & BRAND DEVELOPMENT Designed the logo based on a rough sketch from a contest winner. Also defined the Ignite Team's color palette and style guide, and acted as Design Lead for the team.

ASSOCIATE SURVEY MARKETING Led brainstorming sessions to generate promotional ideas with marketing team, designed posters, displays, and additional marketing materials. Achieved 90% participation.

HR RMS Assisted Business Analysts in gathering requirements for a new Retirement Management web application, designed wireframes using InDesign's interactive tools, Photoshop, and Just In Mind Prototyping Tool. Oversaw 3rd party UX Designer both in person locally and remotely in India.

FREELANCE

SEO EXPOSED THE BIRCHES 02/2008 Designed "The Birches" section of Trillium Woods website.

CRYSTAL LAKE ESTATES 02/2008 Designed logo for real estate company Crystal Lake Estates.

JADE CAFE 12/2004 - 05/2005 Designed and developed website for a local restaurant.

SKILLS

Photoshop, Illustrator, Indesign, Dreamweaver, Flash, UI Design, Content creation, Agile, Competitive Analysis, QA, Quality Assurance, Consumer Research, Graphic Design, HTML, HTML Email, JavaScript, JQuery, PHP, XML

GREAT HERE 05/2010 - 02/2015

RESPONSIBILITIES

Designed responsive websites, email campaigns, signs, pamphlets, & other digital as well as print media for both local & national clients. Developed HTML websites, microsities, online sweepstakes, email newsletters, and WordPress sites. Managed company social media accounts, website, and blog.

ACCOMPLISHMENTS

Created company's brand identity under the supervision of owner.

HIGHLIGHTS

RCNKY (River City News Northern KY) Responsive website redesign. Designed site, working closely with 2 developers to launch the site.

TIME, INC Designed sweepstakes sites & forms, email newsletters, logos, featured articles, digital ads, major site components (mobile navigation and footer), promotional pages, & microsities for All You, Real Simple, Southern Living, Sunset, Coastal Living, Food & Wine, Garden & Gun, This Old House, Cooking Light, MyRecipes, Health, InStyle, and more.

GREAT HERE BLOG Designed & wrote content for the company blog.

SLATER TILE & FLOORING Designed branding package, designed & developed WordPress website.

I HAVE WINGS Re-designed website to be responsive & easy for volunteers to update, using WordPress for the CMS. Wrote and produced documentation for using WordPress, & assisted in the development of the site.

CHICO'S Designed responsive mobile headers for Chico's, White House Black Market, Soma, & Boston Proper, provided other design support to these brands as needed. Provided QA to offshore moovweb developers.

CREATIVE VENTURES

AUGUST 2016 Founded company with Jessica Hillyer. Started CVBlog.org & began building the brand with the goal to design and build mobile and web applications for logistics industry, non-profits, & consumers. Created roadmap to launch 3 products by 2018.

SEPTEMBER 2016 Presented YouEarnedIt! seminar at IvyTech.

CURRENT Developing key business relationships and conducting research on marketability and demand.

REFERENCES

TOM WISE OWNER *GREAT HERE* 859.817.0228

JESSE KRAMER ART DIRECTOR *FREEDOM CENTER* 859.443.5420

PATRICK DING SUPPORT SPECIALIST *ONECOMMAND* 513.413.0850