

## ABOUT ME

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I am an HFI-Certified Usability Analyst (#2008-1968) with over ten years of experience designing web and application interfaces. Creating clean, simple, and efficient web sites and applications is what I do best.

## STRENGTHS

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- Communicating with personnel from any level or area of business
- Establishing and adhering to design and style guidelines
- Applying user-centered design principles and best practices to web and application interfaces
- Self-motivation and a strong eye for detail
- Identifying and solving design problems
- Producing consistent, high quality work on time and within budget

## TECHNICAL SKILLS

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**Software:** Photoshop, Illustrator, Flash, Captivate  
**Languages:** XHTML, HTML5, CSS, JavaScript

**Operating Systems:** Macintosh OS, Windows

## PROFESSIONAL EXPERIENCE

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### SELF-EMPLOYED

2000 – PRESENT

#### **Freelance Web Designer**

Design, build, and maintain web sites for small businesses and non-profit organizations using XHTML, CSS, JavaScript, and Adobe Creative Suite. Recent success stories include:

- Designed, edited content, and launched fundraising website within a one-week timeframe.
- Designed and launched website for a new author within a two-week timeframe.
- Redesigned and established a consistent structure for three separate but interrelated websites.

### NATIONAL COUNCIL ON CRIME AND DELINQUENCY (NCCD)

2002 – 2009

#### **User Interface Designer (2005 – 2009)**

Promoted into the newly created position of User Interface Designer. Established usability practices and brand identity across numerous web-based applications while managing and mentoring one production assistant. Contributions include:

- Established graphic user interface standards for web-based applications, including screen layouts, color palettes, typography, and user-interface elements.
- Worked with developers to establish application functionality standards.
- Played key role in quality assurance for applications by identifying, tracking, and resolving bugs.
- Designed and built user interfaces of applications using Photoshop, Illustrator, XHTML, and CSS.
- Created application training materials and performed onsite and interactive application training.
- Designed collateral materials to support the marketing of NCCD's web-based applications.



## PROFESSIONAL EXPERIENCE (CONTINUED)

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NATIONAL COUNCIL ON CRIME AND DELINQUENCY (NCCD) 2002 – 2009  
**Internet Application Developer (2002 – 2005)**

Recruited into this newly-created position as part of a three-person application development team to help transition from the production of rudimentary desktop applications to professional-looking custom-built web applications. Primary role was to consult specification documents and identify user task flow in order to conceptualize and design application interfaces for web-based software used by workers in child protective services agencies across the country. Contributions include:

- Designed visual appearance and built user interfaces of web-based applications using Photoshop, Illustrator, HTML, and CSS.
- Designed and created supporting online help systems and documentation for web-based applications.
- Created application training materials and performed onsite application training.

FITCHBURG ACCESS COMMUNITY TELEVISION (FACT) 2001 – 2002  
**Cable Office Assistant**

Provided organizational support to the director of this public access cable television station. Created weekly program schedule. Performed daily cablecasting of programs. Designed pages for the community bulletin board that appeared on air between programs. Edited video on linear editing system.

WEATHER CENTRAL, INC. 1996 – 2000  
**Newspaper Weather Page Production Specialist**

Hired by this private weather forecasting company as a member of the newspaper weather page production department. Created weather graphics and collected weather data for 30+ daily newspaper weather pages across the United States. Assembled, proofread, and delivered daily weather page files under tight deadlines.

KINKO'S CORPORATION 1995 – 1996  
**Computer Services Manager**

Promoted into the computer services department after a short time as a copy clerk at a time when the store was moving to a new location, where I established the organization and workflow of the department. Consulted with customers and provided time and price estimates for computer services work. Produced customer orders, which included scanning, file transfers, posters, brochures, advertisements, resumes, business cards, forms, and newsletters.

HOWICK ASSOCIATES, INC. 1994 – 1995  
**Program Production Specialist**

Designed, produced, and coordinated printing of training materials for on-site corporate consulting sessions. Coordinated national and international training programs.

## EDUCATION

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BA, Journalism Advertising — University of Wisconsin–Eau Claire — Graduated Cum Laude 1992

## PORTFOLIO

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View my portfolio at [www.annaleeg.com](http://www.annaleeg.com)