ANNA LEEG | Senior Product Designer

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EXPERIENCE

Murphy Charitable Foundation Uganda | 2025–present
Lead UI/UX Designer

Leading design for a custom CRM platform that enables foundation staff to efficiently manage education and empowerment programs for children in rural Uganda.

Cloud Software Group, Jaspersoft Product Division | 2022-2025
Lead UX Designer

Led design strategy and execution for Jaspersoft's enterprise analytics platform, partnering closely with engineering and product to modernize core workflows, scale the design system, and improve the experience for both technical and non-technical users.

- **Design system development**
  Co-developed a Material UI–based design system with engineering, establishing shared component standards that improved cross-product consistency and accelerated feature delivery.
- **Cross-functional leadership**
  Fostered a collaborative design culture through critiques, documentation, and mentorship of other designers and front-end developers.
- **Continuous improvement**
  Modernized legacy interfaces through targeted accessibility updates, responsive design improvements, and hands-on CSS refinement—improving customer satisfaction and retention.
- **Research-driven design**
  Transformed the entire data visualization creation experience to better align with user research insights, improving task success rates and reducing user frustration.

TIBCO Jaspersoft | 2014-2022
Lead UX Designer

Led UX strategy and execution for the JasperReports Server web application following acquisition, managing the design team and building the foundational systems and practices that scaled the product over eight years.

- **Design system creation**
  Built and evolved a comprehensive design system and component library from the ground up, giving engineering a reliable foundation that enabled consistent, rapid feature development.
- **Technical collaboration**
  Partnered directly with engineering to refactor the CSS architecture, improving maintainability and making the codebase easier for developers to work in.
- **Accessibility-focused design**
  Identified and implemented WCAG AA compliance improvements across the product, expanding accessibility for a broader range of users and opening new market opportunities.
- **User research integration**
  Established and ran a customer interview practice that brought the voice of technical users directly into the product roadmap, surfacing critical needs and pain points that shaped key product decisions.

Jaspersoft | 2011-2014
UX Designer

Joined the product team at this BI software startup as the sole UX designer, owning design end-to-end while working closely with engineering and product to ship a complex enterprise analytics product.

- **Front-end implementation**
  Delivered production-quality HTML and CSS interfaces, accelerating development and freeing developers to focus on JavaScript functionality.
- **Product planning partnership**
  Collaborated with internal stakeholders to define product and feature requirements, improving the accuracy and scope of project planning.
- **Cross-functional communication**
  Created detailed UI specifications that outlined build requirements and testing criteria, improving clarity for both engineering and QA.
- **Design quality ownership**
  Tracked and resolved UI bugs, reducing the burden on developers and helping QA speed up bug resolution.

Self-Employed | 2009-2011
Freelance Web Designer

Designed, built, and maintained websites for authors, filmmakers, athletes, and small businesses.

National Council on Crime and Delinquency | 2002-2009
UI Designer

Worked with developers to design and build web-based applications for child protective services case management as well as youth and adult offender supervision.

- **Design vision leadership**
  Led the design vision for a suite of applications, ensuring brand and user experience consistency across the product line.
- **Production-ready implementation**
  Built application interfaces with HTML and CSS, freeing up developers to focus on JavaScript implementation.
- **User onboarding design**
  Developed the entire user training process—writing and designing the materials, then conducting onsite sessions that helped users become competent and confident in using the application.
- **Team leadership**
  Increased the design team's capacity and output by managing and mentoring other designers.

EXPERTISE

Accessible Design
Component Libraries
Design Systems
Prototyping/Wireframing
Usability Testing
User Research
UX/Microcopy Writing
Visual Design

LANGUAGES

CSS/Sass
HTML

TOOLS

Adobe XD
Figma
JIRA
Photoshop
Sketch
Storybook

EDUCATION

UW–Eau Claire
Eau Claire, Wisconsin
BA, Journalism Advertising