

# ANNE M. BURNETT » USER EXPERIENCE & PRODUCT DESIGN LEADER

LYNNWOOD, WA • 1.408.206.0312 • ANNE@ABURNETT.COM • WWW.ABURNETT.COM

## FOCUS

Strategic User Experience & Product Design leader with a hands-on and collaborative approach to managing UX initiatives. Specialize in complex interactive systems—surfacing essential consumer needs, recognizing business opportunities, and delivering high-impact solutions. Passionate about consumer experience and creating an atmosphere of customer awareness throughout the organization that elevates products and services.

## PORTFOLIO

Review my online portfolio at [Aburnett.com](http://Aburnett.com)

## EXPERIENCE SUMMARY

- UX/Product Design, 23 years
- UX Research, 17 years
- UX Management, 4 years
- UX Consulting, 10 years

## EDUCATION

Design Thinking workshop  
**IDEO (ExperiencePoint)**, 2016

Human Computer Interface course  
**Stanford University**, 2012

Psychology major & Art minor  
**San Jose State University**, 1992 – 1995

## PERSONAL

For a personal perspective, view my travelogue at [Poezy.com](http://Poezy.com)

## KEY STRENGTHS

- Developing innovative solutions and deriving simplicity from complex systems
- Making large-scale systems intuitive and easy to use by understanding user expectations, perceptions and aptitudes
- Balancing business goals, user needs, time-to-market and technical constraints
- Quickly converting conceptual ideas into a working proof-of-concept
- Designing consumer-oriented solutions that inspire immersion and loyalty

## EXPERTISE

### User Experience & Product Design Innovation

- Design engaging, easy-to-use product solutions that are technically feasible
- Quickly turn user and business awareness into actionable items with task mapping, interaction modeling, and rapid prototyping (wireframes, hi-fi, click-through, etc.)
- Balancing design for diverse user groups, variable permissions and product views
- Use of emerging standards and tools (responsive design, HTML5/CSS3, SEO, etc.)

### Project & Team Leadership

- Identify and track thresholds required for product success
- Manage short- and long-term goals related to audience perception and interaction
- Present designs, models, prototypes and rationale to elicit feedback and gain consensus across the organization
- Lead and mentor User Experience and Visual Design professionals
- Implement and improve user-centered design principles, best practices and techniques

### Consumer & Product Research

- Formal and informal usability studies as well as interviews for deeper insight, design validation, and success measurement
- Identify emerging opportunities based on audience interactions and feedback
- Identify patterns of user perception and activity and apply to new models and designs
- Data gathering and analytics to qualify consumers and track patterns of use

### Visual Design, Brand & Messaging

- Engaging layout and component design, illustration, and iconography
- Compelling logo design and messaging for company and product experience
- Compelling business proposals and presentations

## WORK EXPERIENCE

### Umaveda (Oct '17 – Current)

**User Experience Director (contract)**. Developed consumer profiles and fleshed out required feature set. Defined consumer strategy, interaction solutions, product design and brand. Delivered integrated website, online store and portal prototypes. Set up online repository to track progress, share documentation and collaborate with the team.

### Adaptive Insights (Nov '15 – Oct '17)

**User Experience Manager**. Managed multiple product releases in parallel, mentored junior designers, and brought UX focus to cross-functional business processes. Transformed legacy interaction and design models to fit an evolving customer base and expanding business, and led UX innovation for a new business track.

### Various (Apr '14 – Oct '15)

**User Experience Consultant**. Helped various start-ups develop their consumer strategy via research, consumer profiling, product design and brand development.

### MoneyStream (Dec '13 – Apr '14)

**User Experience & Design Manager.** Designed the personal finance and bill management system. Modeled primary user flows with a focus on making value propositions readily apparent to the consumer and improving ease of use. Designed company logo and product look-and-feel for a more engaging, professional image. Managed Jr. Designers and evangelized Customer Journey, highlighting consumer insights and factors for user success.

### Endurance International Group (Jul '13 – Dec '13)

**User Experience Consultant.** Redesigned the online commerce solution for small business owners. Performed workflow evaluation and design, competitive analysis, and feature prioritization from user-centered design perspective. Created a click-through prototype to flesh out workflow, look-and-feel, and responsive design for a variety of devices.

### State Compensation Insurance Fund (Jan '13 – Apr '13)

**Interaction Design Consultant.** Redesigned the claim filing system. Integrated taskflows for over a dozen user groups (claims adjusters, call center, legal, etc.). Led research and conducted interviews for accurate goal-oriented design. Simplified task flows, reworked problematic interaction models, and designed for a new platform (from Oracle Forms to Java). Streamlined primary workflow (from 48 to 17 clicks).

### VMware Inc. (Jul '12 – Nov '12)

**User Experience Consultant.** Improved the Enterprise customer experience. Led in-person and online usability sessions and evaluated quantitative and qualitative data for a comprehensive perspective of behavior and perceptions. Compiled results and presented feedback along with proposed solutions to broader organization. Streamlined workflows and evolved feature set for improved efficiency and usability.

### Apple Inc. (Nov '10 – Sep '11)

**User Experience Consultant.** Designed a new Content Management System for global delivery of sales collateral. Evaluated multiple legacy systems and led interviews with users, contributors and stakeholders around the globe to define business priorities and primary use-cases. Designed task flows and interface, conforming to Apple standards. Presented new designs and rationale to regional and RTM leads to gain consensus. Developed onboarding process, and worked one-on-one with regional and RTM leads to help evolve their content strategies and prepare for migration.

### Previous (1996 - 2010)

Interaction Designer, FileMaker Inc. (Dec 2008 – Sep 2010)

User Interface Designer, Callidus Software (Feb 2004 – Nov 2007)

Interaction Design Consultant, SeaBridge Software (Jul 2003 – Jan 2004)

Interaction Design Consultant, Saba (Nov 2002 – Apr 2003)

User Experience & Design Consultant, Umaveda (Jan 2002 – Oct 2002)

User Interface Design Consultant, Silicon Valley Bank (Jun 2001 – Aug 2001)

User Interface Design Manager, Saba (Sep 1999 – Apr 2001)

Web Designer, Flextronix (1997 – 1999)

Web Designer, Caere Corporation (1996 – 1997)