

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

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

## FOCUS

Strategic User Experience & Product Design expertise with a hands-on and collaborative approach to managing UX initiatives and teams. 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.

## EXPERIENCE SUMMARY

- UX/Product Design, 27 years
- UX Research, 21 years
- UX Management, 7 years
- UX Consulting, 12 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

## PORTFOLIO

Review my online portfolio at  
**Aburnett.com**

## PERSONAL

For a personal perspective, view my art journal at **Poezy.com**

## KEY STRENGTHS

- Facilitating UX and Design innovation and collaboration organization-wide
- Making large-scale systems intuitive and easy to use by understanding user expectations, perceptions and aptitudes
- Designing consumer-oriented solutions that inspire engagement
- Balancing business goals, user needs, time-to-market and technical constraints

## EXPERTISE

### Project & Team Leadership

- Develop, mentor, and allocate User Experience and Visual Design professionals
- 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
- Identify and track thresholds required for product success
- Implement and improve user-centered design processes and best practices

### 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, high fidelity designs, click-through prototypes, etc.)
- Balancing design for diverse user groups, variable permissions and product views

### 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, component design, illustration, and iconography
- Compelling logo design and messaging for a cohesive brand and product experience

## WORK EXPERIENCE

### Various (Oct '20 – Current)

**User Experience & Design Consultant.** Providing strategic and hands-on user experience and product design support to SASS companies and business firms, such as the design strategy for a multi-vendor marketplace platform.

### EagleView (Sep '18 – Sep '20)

**Director of User Experience & Design.** EagleView combines high definition aerial imagery, machine learning and property data to help multiple industries. As Director of UX & Design, I built out a UX Team across the US, responsible for over a dozen new and legacy products. We performed extensive user research and data analysis, implemented a new Design System, and developed UX processes and best practices to support the extensive growth of EagleView's solutions and services.

### Umaveda (Oct '17 – Aug '18)

**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 mapped Customer Journey, highlighting consumer insights and factors for user success.

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

**User Experience Consultant.** Redesigned online commerce solution for small business owners, including competitive analysis, feature prioritization, workflow evaluation, user experience flows, and visual design.

### 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 on-boarding 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)