

# ANNE M. BURNETT » USER EXPERIENCE & DESIGN LEADERSHIP

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## FOCUS

Experienced UX leader, accomplished at managing design teams across multiple projects, with a track record of successfully delivering high impact consumer solutions. Specialize in complex interactive systems—surfacing essential consumer needs, recognizing business opportunities, and driving user research and design initiatives. Passionate about consumer experience and creating an atmosphere of customer awareness 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

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

## EXPERTISE

### Project & Team Leadership

- Grow skilled UX teams and develop, mentor, and allocate UX professionals
- Manage multiple product tracks and consistently deliver timely results
- Design workshops, documentation and multi-discipline collaboration
- Promote user-centered design processes and best practices
- UX, design and collaboration tools (Figma, Sketch, Photoshop, etc.)
- Tracking to available resources and deadlines

### Consumer & Product Research

- Conduct user research, data analysis, and usability studies
- Heuristic evaluation and competitive analysis
- Systems analysis and product ecosystem mapping
- Persona research and task mapping

### User Experience & Product Design

- Product design innovation and increasing consumer engagement
- Interaction modeling, task flows and wireframes
- Information Architectures, taxonomy and naming conventions
- Rapid prototyping and micro interactions
- Design System development and maintenance

### Visual Design & Messaging

- Engaging layout, component design, illustration, and iconography
- Clear and compelling written copy

## WORK EXPERIENCE

### Various (Oct '20 – Current)

**User Experience Strategy 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 for 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 across multiple industries. We performed extensive user research and data analysis, mapped industries and over 60 user personas. We also 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 Strategy Consultant.** 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 new business tracks.

### Various (Apr '14 – Oct '15)

**User Experience & Product Design Consultant.** Helped various start-ups develop their consumer strategy via research, consumer profiling, heuristic evaluation, 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)

**Sr. Interaction Design 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 task flows 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 qualitative and quantitative 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)