South San Francisco, CA

anna.canicosa@gmail.com

650-580-5808

canicosauxdesign.com/

linkedin.com/in/annacanicosa/

UX Proficiencies

Qualitative & Quantitative Research

Research Analysis & Synthesis

Information Architecture

Product Strategy

Wireframe

Interaction Design

Usability Testing

Tools

Sketch

InVision

Illustrator

Hotjar

Optimal Workshop

Survey Monkey

Google Analytics

Trello, Jira, Confluence

Education

Bachelors of Arts, Psychology
University of California, Berkeley

Certification of UX Design
GrowthX Academy

Certificate of Graphic Web Design
Bay Area Video Coalition

Recognitions

Top 10 Semi-Finalist
SF AngelHack 2017 Hackaton

Radix Winner 2017
Hackaton Sponsor Challenge Prize

Anna Canicosa UX Designer

Collaborative, detailed-oriented, and results driven UX Research Designer blending technology experiences and psychology with design thinking.

Professional Experience

Senior UX Designer

Kleeen Studio   Sept 2018 - present

Discover, design, and deliver user-centered solutions to clients. Perform heuristic evaluation to identify usabilty issues. Collaborate with Product Managers on content strategy. Define information architecture that fulfills business objectives and user needs. Create iterative wireframes and interactive prototypes.

- Produced an action-drive AI dashboard to direct end-users toward network resolution. Client: Mist
- Designed AirWave onboarding workflow from start-to-finish. Created and delivered scalable design components. Client: Aruba

UX Designer Consultant

Freelance   Jan 2017- Aug 2018

Strategically defined generative and evaluative research methods. Developed research plans. Researched user's behaviors, motivations, and challenges. Synthesized research findings into meaningful insights and recommendations. Produced personas, empathy maps, journey maps, sitemaps, user flows from research synthesis. Designed wireframes and interactive prototypes. Validated design solutions through usability test.

- Uncovered a major design flaw through usability test that would have negatively impacted 90% of its drivers. Client: DoorDash | Mobile App
- Improved System Usability Scale Score by 45% by creating a simplified graph to easily follow debate discussions with supporting arguments. Client: Truthsift
- Guided new authors towards publication while resolving 67% of its usability issues. Client: Blurb
- Designed Minimal Viable Product for payment transit app. Client: VCR Grid
- Created an 'airport concierge' experience for an airport app. Client: flightSpeak

User Researcher | Technology Manager

Wells Fargo Bank   Sept 2010 - Jul 2017

Provided design leadership in the creation and implementation of operational dashboards based on user research. Eliminated manual reporting by 90% through business and technology partnerships. Revamped static reports into dynamic data visualization with Tableau.

- Conducted qualitative research to identify customers' needs and pain points. Synthesized research data into insights and opportunities.
- Sketched prototypes, hosted joint design reviews, and shepherded final product to production.
- Presented Key Performance Indicators to key stakeholders - triggering a system redesign which improved the application performance by 80%.
- Managed Business Objective projects through well-defined project objectives, milestones, deliverable dates, and resource which resulted in 85% departmental growth.

Professional History   2010 - 2004

QA Manager, Team Lead, System Analyst, Application Developer, QA Engineer