

Anna Canicosa

UX Designer

User Experience Designer who combines psychology, creativity, and technology experiences with Design Thinking to transform users pain points into useful, usable, and gratifying experiences.

Professional Experience

UX Researcher and Designer Consultant

GrowthX Studio

2017- present

Discover, define, design, and deliver user-centered solutions to clients based on qualitative and quantitative research insights. Produce personas, empathy maps, journey maps, sitemaps, user flows, wireframes, and prototypes to strategically formulate and communicate design concepts. Perform usability testing and iterate on design based on usability test results.

- Improved System Usability Scale Score by 45% by creating a simplified graph for users to easily follow debate discussions with supporting arguments. Client: Truthsift | Website
- Guided new authors to publish new titles while resolving 67% of its usability issues. Client: Blurb | Website
- Designed a payment transit app as the Minimal Viable Product to increase user acquisition. Client: VCR Grid | iOS App
- Redesigned an airport app with an 'airport concierge' experience based on user preferences. Client: flightSpeak | Android App
- Created a responsive mobile and website for an eBook Marketing startup to improve user retention and social sharing capabilities. Client: ShareBird | Website and iOS App

Development Technology Manager

Wells Fargo Bank

2010 - 2017

Provided design leadership in the creation and implementation of operational data visualization. Collaborated with Product and Development teams to revamped static reports into dynamic Tableau dashboards while eliminating manual reporting by 90%.

- Conducted qualitative research to identify customers' needs and synthesized research data into insights and opportunities.
- Sketched ideas into digital prototypes while hosting joint design reviews.
- Validated the ease of use and customer satisfaction through usability testings and shepherded its launches into production.
- Presented Key Performance Indicators (KPI) to key stakeholders that triggered a system redesign which improved the application health and performance by 80%.
- Project managed yearly MBO with well-defined project objectives, milestones, deliverable dates, and resources that resulted in 85% departmental growth in services.

Professional History

2006 - 2010: QA Technology Manager
2005 - 2006: QA Team Lead
2003 - 2005: System QA Analyst
2001 - 2003: Web Developer



South San Francisco, CA



anna.canicosa@gmail.com



650-580-5808



canicosauxdesign.com/



linkedin.com/in/annacanicosa/

Design Proficiencies

Qualitative & Quantitative Research
Interaction Design
Information Architecture
Wireframing
Interactive Prototype
Usability Evaluation & Testing

Tools

Sketch
inVision
Illustrator
Hotjar
Optimal Workshop
Survey Monkey
Google Analytics
Trello, Jira
HTML, CSS, Media Query, SQL

Education

Bachelors of Arts, Psychology
University of California, Berkeley

Certificate of UX Design
GrowthX Academy

Certificate of Graphic Web Design
Bay Area Video Coalition

Recognitions

SF AngelHack 2017 Hackaton
Top 10 Semi-Finalist

Hackaton Sponsor Challenge Prize
Radix Winner 2017