

ANNIE HOCH-SOUTH

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EXPERIENCE AND PROJECTS

Principal Financial Group

July 2021 - Present

UX Designer I

- Organized project intake and worked with stakeholders to deliver pages on the public site that prioritized users' best interests
- Broke down pages into components and patterns, collaborated with design and engineering teams to verify needs, specced them out for build, and contributed them to the design system for enterprise consumption
- Researched and tested components and pages to identify desired functionality/behavior to meet user expectations
- Designed flexible article templates and an article library for the average consumer to find educational resources that also enabled less tech-savvy internal stakeholders to edit without requiring heavy engineering resources

Therajourney

January 2021 - June 2021

Research and Design - bit.ly/therajourney

- Collaborated on a team of four to conduct 16 user interviews, user research, competitive analysis, and concept testing
- Created wireframes, user flows, sitemap, and low and high-fidelity prototypes following information architecture
- Designed UI, visual design, styleguide, and brand identity

Sound Generations

July 2019 - December 2020

Digital Communications Specialist

- Redesigned the company's main website, taking into account user base, stakeholders, branding, accessibility, and responsive design
- Designed and produced images, graphics, videos, and print materials for the marketing team
- Created monthly newsletters and annual reports
- Managed, grew, and reported on all social media accounts for the organization

EDUCATION

University of Washington, Seattle

January 2021 - June 2021

Certificate in UX & Visual Interface Design

Washington State University, Vancouver

August 2017 - May 2019

B.A. in Digital Technology & Culture

Minor in Communications, Magna Cum Laude, 3.75 GPA

SKILLS

User research	Responsive design	Adobe XD	Wrike
User interface	Graphic design	Figma	Office 365
Production design	Wireframing	MIRO	G Suite
Usability design	Prototyping	UserZoom	HTML5
Accessibility design	Google Analytics	JIRA	CSS3