

AnastaciaJaime

Portfolio | AnastaciaJaime.com

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EXPERIENCE

UX Designer

May 2017 - Present

Accenture, Seattle, WA

Redesigning a cohesive digital presence for a Fortune 500 company to be used in thousands of retail stores, online, and at help centers starting late 2018.

- Designed new patterns and interactions for the pattern library which made tasks easier to learn and use as shown in preliminary testing
- Worked with business and dev teams to implement MVP in rigorous 1 week sprints

User Experience Architect Intern

June 2016 - August 2016

@WalmartLabs, San Bruno, CA

Created interaction flows and responsive visual designs for the online checkout process. Worked together with researchers, engineers, product managers, and designers to create data-driven user experiences to help both customers and Walmart.

- Designed a new feature—in-store pickup for online orders—to flow smoothly across touchpoints within the complex checkout process
- Designed and prototyped flows to reduce customer frustration when signing in

Digital Content Associate

July 2013 - April 2015

Target, San Francisco, CA

Worked on content strategy and redesign of in-store inventory and CMS tools used by Target's mobile device department.

- Designed user interactions and clear UI's that decreased error rate and use times for internal tools in over 1500 stores
- Persuaded CTO and key stakeholders to implement redesign
- Defined content strategy based on user research and wrote requirements for implementing and managing future changes

Promotions Website Coordinator

July 2012 - January 2013

Overstock.com, Salt Lake City, UT

Planned, implemented, and analyzed marketing promotions. As a final project before relocating to San Francisco, led a cross-functional team in the strategy and creation of Overstock's Gift Center—a hub for holiday content and personalized gift suggestions.

- Brought an additional \$3.5 million in revenue over Christmas, and the project was so successful it was extended to other major holidays
- Developed a new design and strategy for the Gift Center based on market and user research

EDUCATION

Master of Human Centered Design and Engineering

University of Washington

March 2017 - 3.95 GPA

- COO of HCDE Graduate Student Association
- Planned and taught a UCD workshop to three high school classes

Bachelor of Business Management, Marketing

Brigham Young University

December 2011

- Minor in Visual Art and Japanese

Japan Study Abroad

April 2009 - June 2009

SKILLS

Design

Sketch
Photoshop
Illustrator

Prototyping

Axure
InVision
Unity

Development

HTML/CSS
Javascript
Agile

Analysis

Excel
SQL
Python

OTHER PROJECTS

- Designed VR experience to slow decline and create joy for people with dementia
- 3D interaction design for Valve's upcoming Vive controller
- Website redesign for UW's Research Commons
- Usability testing for unreleased Amazon product