

Grace Anderson

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Bellingham, WA | ganderful.com

Professional Experience

UX Design Specialist at TruStage

MAR 2022 - PRESENT | Bellingham, WA (Remote)

- Manages design tasks and backlog to complete the highest priority request first. Doing so creates constant work for research and developers. That means more features and dev points are delivered within a sprint.
- Moves fluidly across multiple development teams to contribute to 5 different B2B and B2C products. Going to where the work is most needed results in more features released for more value streams.
- Lead the design management for a TruStage new product (Payment Guard Insurance) to ensure development is never blocked, new market differentiating features are represented in the backlog, and stakeholders are up to date on the status for active work.
- Participated in two major generative research studies to learn how products could evolve to increase marketable, be more user-friendly, and gauge consumer interest.
- Creates 2-3 fully clickable prototypes per month for evaluative research studies, which informs my incremental design improvements.

UX Design Consultant at Amazon

FEB 2021 - JAN 2022 | Bellingham, WA (Remote)

- Conducted 4 user research studies composed of 25 interviews with Amazon Selling Partners (SPs) from the US, Canada, UK and Europe. These informed the design, proved impact to stakeholders, and produced a high performing feature.
- Designed new discoverability features that reduced page dissatisfaction rate on over 4,000 help article pages on Seller Central. Worked with a team of product managers and engineers to approve and launch the features.
- Proposed and implemented an SOP to help 35 designers, product managers, and engineers learn and use UX writing principles.
- Conducted an audit of the current vocabulary in the UI and greater UX and added 25 new guidelines to the existing department writing style guide.
- Lead the design for a VP-level initiative to “list once, sell globally.” This impacts 400k SPs who sell and ship to multiple countries.

Freelance Graphic & UX/UI Designer at Indigo Slate

NOV 2019 - DEC 2020 | Bellingham, WA (Remote)

- Redesigned the UI for VMware product comparison tool to match their new brand guides and offer a more clean interface
- Created graphics for static and motion to promote Microsoft Anywhere Office and Microsoft Tech Community on social media platforms
- Designed the layout and typography of a Microsoft Surface brochure to help employees who are selecting a Surface device for work

Senior UX/UI Designer at Brivity

JAN 2017 - SEPT 2019 | Bellingham, WA

- Designed countless new features which thousands of real estate agents rely on to run their everyday business
- Lead and mentored junior designers who eventually became team seniors and managers
- Conducted user research to build on designs, confirm assumptions, and influence business decisions. This included: interviews, card sorting, and prototype testing

Project Manager at Brivity

NOV 2018 - SEPT 2019 | Bellingham, WA

- United engineering, product and design team to work in a collaborative “triad” partnership for consistent results in launching new features
- Increased and improved communication between remote and office team members making a stronger team culture
- Wrote product requirement documents and development stories that outlined our goals, tasks, and success requirements

Web Design Manager at Brivity

NOV 2017 - OCT 2018 | Bellingham, WA

- Led a team of 4 web designers to design a website for every new Brivity account
- Created a process in Trello to manage a design team producing 100 websites a month

Education

Western Washington University

Master's of Business Administration

Candidate 2026

SUMMER 2024 - SPRING 2026

- Completing course to advance expertise in subjects like accounting, economics, information systems, and marketing.

Bachelor's of Arts in Design

FALL 2011 - SUMMER 2014

- Completed design project from a starting brief to a finalized iteration.
- Solutions incorporated principles from branding, print media, coded websites, and UX

Skills

Software: Figma | Adobe Suite | Azure DevOps | ProductBoard | UserTesting.com

Coding Languages: HTML / CSS | jQuery | Bootstrap