ANNE BRODIE

Project Lead, User Experience Design & Problem Solver

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EXPERIENCE

Principal UX Designer | Capital One, Small Business Bank
SAN FRANCISCO, CALIFORNIA | DECEMBER 2016–PRESENT

- Doubled efficiency by managing the project planning cadence, aligning my teams and planning in-person design co-creation and brainstorming sessions for the small business bank servicing platform migration and redesign project
- Saved four weeks in the exploratory design phase for a new information architecture and navigation design for the bank servicing platform migration with small core team by partnering with cross-functional teams across Capital One
- Doubled the number of authorized signer invites by driving the design work to automate the process for small business owners to add authorized signers to bank accounts online rather than having to call support
- Redesigned the top navigation to include a settings drop down in the digital bank web experience to increase authorized signer invites while simultaneously removing low-use icons
- Created a viable framework for onboarding new customers using their data to drive the design helping them setup their bank accounts on the existing web and mobile products enabling a faster first deposit and more frequent recurring deposits
- Reduced development and QA time by over six weeks while delivering over 25 content improvements to bridge gaps between the mobile and web products that had been discovered in the onboarding work

Lead UX Designer | Skycatch
SAN FRANCISCO, CALIFORNIA | OCTOBER 2014–DECEMBER 2016

- Designed and launched a three product suite of drone data tools with a consistent experience between mobile, web and desktop apps and an all-new system architecture and design language, doubling the number of users
- Simplified mission planning in iOS and Android apps for autonomous drone flights, removing costly on site training and reducing mission planning time from an hour to five minutes or less
- Redesigned web application to support three times as many tools and features as its predecessor, including high-demand tools such as a 3D viewer and on-demand 3D measurements, tripling the average number of daily page views

Senior UI/UX Designer | Zarca Interactive & K12 Insight
HERNDON, VIRGINA | OCTOBER 2011–APRIL 2014

- Oversaw the design process—ideation, storyboarding, user interface, visual appearance, and specifications for Let's Talk, a new CRM tool designed specifically for school districts
- Boosted online sales to consumers and small business clients by designing and refining the checkout experience for online survey software

EDUCATION

Carnegie Mellon University, BFA in Communication Design
PITTSBURGH, PENNSYLVANIA | GRADUATED MAY 2011