



Annette Diana Neist
annettedianadesign.com
612.327.7066

Capabilities

UX:

Information Architecture
Mapping
Prototyping
A/B Testing

UI:

UI Design
Design Systems
Accessibility

Research:

Personas
Usability Testing
User Interviews

Programs

Sketch
InVision
Adobe Creative Suite
Axure

Education

BS - Graphic Design
BA - Advertising
University of Minnesota,
Twin Cities - 2007

Interests

Photography
Sustainability
Dogs

Summary: Sr UX/Product Designer with 13 years experience in industries ranging from e-commerce, healthcare, and streaming video. I offer a passion for creating intuitive, helpful designs that are accessible to all. I seek to bring a lens of sustainability and environmental considerations to any and all design problems. Seeking a team that encourages exploration, collaboration, and ownership.

Photobucket
Principal Product Designer;
Dec 2019 – Present

Photobucket.com Responsive Redesign - Developed design system and managed pattern library to refresh the Photobucket brand. Focused on increasing ease-of-use of existing product features, and improving accessibility site wide. Worked with Directors and C-Suite to develop and implement design system with in-house and off-shore teams. Worked directly with VP of product to develop feature improvements to both responsive web and mobile apps. Collaborated with Marketing Director to create marketing styleguides, conversion-focused landing pages for key marketing initiatives, and email drip campaigns.

Gaia
Product Design Team Lead;
Aug 2018 – Nov 2019

Gaia.com Responsive Redesign - Developed extensive internal interviewing and design challenge system while hiring 4 designers to grow the team from 2 to 6 designers. Developed design system and managed pattern library to refresh the Gaia brand. Worked with Product Owners to implement responsive framework with product feature enhancements across the entire Gaia ecosystem including web, mobile, and TV platforms. Specifically focused on acquisitions via check-out funnel enhancements, conversion-focused marketing landing pages, and gift-giving initiative. Conducted extensive A/B testing to measure efficacy of feature enhancements. Partnered with Creative Director and marketing designers to implement templated page designs for marketing landing pages, lead generation for prospective members, and templates for member email campaigns.

Paths App Design - designed a mobile app promoting daily yoga and meditation practices. Key features included unique animated progress tracking, daily video recommendations, and customizable reminder notifications.

Thomson Reuters
Sr UX/UI Designer;
Aug 2017 – Aug 2018

Panoramic App Design - "Panoramic" is a proprietary legal workflow management system for medium and small legal firms. Lead mapping and user journey exercises with key stakeholders. Worked with Product Owners to design user-centered solutions around key features including budgeting, matter mapping, and detailed task instruction and completion. Conducted extensive user testing to test usability and effectiveness of proposed solutions.



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HealthPartners
Sr UX Designer
Jul 2015 – Dec 2016

Member Portal Responsive Redesign - Assisted in developing design system and component library to redesign the member experience. Worked with Product Owners to implement responsive framework with additional user experience enhancements.

MySupportCenter Responsive Redesign - Worked with stakeholders to incorporate enhancements to existing internal support site. Created interactive prototypes and conducted extensive user testing with clinic and corporate employees to elevate important task-related information and streamline workflow.

SapientNitro
UX Designer;
May 2013 – Mar 2015

Target Registries App – Assisted in designing in-store multi-user application allowing users to register for and manage wedding and baby registries on iPad and iPod Touch. Developed site maps, user flows, and detailed annotated wireframes.

United HealthCare Responsive Redesign - Created wireframes and interactive prototypes for redesign of United HealthCare member portal experience. Conducted user testing to gain insights on navigation and site structure as well as proposed design enhancements

United HealthCare “Hummingbird” - Collaborated with strategic partners as part of an “innovation lab” think tank in order to deeply explore opportunities for industry disruption within the healthcare billpay arena. Created testing strategy and scripts for multiple

Capella University Mobile App - worked with lead UX designer to develop mobile app designs allow prospective learners to easily obtain needed course information, and allow current learners to track academic progress. Worked to optimize web experience for mobile platform.

Target
Interactive Art
Director
& UI Designer;
Jan 2010 – Mar 2012

Target.com Redesign - Oversaw design and production of all Target.com hardlines pages for weekly refresh cycles. Worked with Product Owners to determine featured products and placement on product landing pages and product detail pages. Championed creation and implementation of exhaustive wire framing system and component library. Worked with off-shore design team to ensure accurate production of design pages.

Home Package Design - Art Directed numerous photoshoots for Spring 2012 release of in-store Home bedding and rugs packaging to ensure new creative photography concepts were achieved.