

# Jeffrey Anderson

Portfolio: [Jeffui.com](http://Jeffui.com)

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## SENIOR UX/UI DESIGNER

Innovative and results-driven designer with over 25 years of experience in user-centered digital design and communications strategy. Proven ability to elevate executive-level communication through visual storytelling and strategic content design for companies like CVS Health, Apple, and CoEnterprise. Expert in aligning business objectives with design solutions, developing brand identities, and presenting complex design strategies to executive stakeholders. Extensive experience managing cross-functional teams and delivering communications that drive business decisions.

## AREAS OF EXPERTISE

- **Leadership:** Cross-functional Collaboration, Stakeholder Management, Design Escalation, Strategic Planning, Workshop Facilitation
- **UX Strategy:** User-Centered Design, Information Architecture, Experience Mapping, Customer Journey Mapping, Design Systems
- **Tools:** Figma, Sketch, Adobe Creative Suite, Jira, Miro, FigJam, Zeplin, Mural, Axure
- **Design Systems:** Accessibility (WCAG Compliance), Mobile-First & Responsive Design, Visual Design, Interaction Design
- **Development Methodologies:** Agile, Scrum, Design Thinking
- **Technical Skills:** HTML, CSS, JavaScript

## EXPERIENCE

### CoEnterprise Inc., Remote | Senior UX/UI Designer

May 2024 – Aug 2024

- Led product design for Syncrofy's MFT banking transaction module, delivering seamless user experiences across web and iOS platforms.
- Acted as a key stakeholder in aligning design goals with business needs, translating complex user needs into intuitive design solutions.
- Conducted user research, created high-fidelity mockups, and developed prototypes in Figma.
- Enhanced security and user trust by ensuring compliance with PCI, DSS, and GDPR standards.

### Renewance Inc., Elmhurst, IL (Contract) | Senior UX/UI Designer

Dec 2023 – Mar 2024

- Spearheaded the design of Renewance Connect™, a B2B platform for industrial battery management on web and iOS platforms.
- Developed a comprehensive design system in Figma to ensure visual and functional consistency across the platform.
- Conducted extensive user research and usability testing, delivering user-centric designs that improved engagement.
- Created high-fidelity prototypes using Origami and Figma to simulate complex user interactions and refine user experiences.
- Presented design strategies and user research findings to executive stakeholders, successfully aligning business goals with UX/UI recommendations to influence product development decisions.

## **CVS Health, Woonsocket, RI | Senior Experience Designer**

Apr 2021 – Aug 2023

- Led the UI/UX design strategies for iOS and Android mobile applications across Caremark, Specialty, and CVS platforms.
- Led the development and design of key app features, ensuring they were optimized for iOS and Android devices, focusing on responsive and user-friendly interfaces.
- Conducted research and heuristic analysis to resolve usability issues and improve the user experience for CVS Health's mobile and web applications.
- Identified a critical lack of a design system and escalated the issue, collaborating with cross-functional teams to establish a comprehensive, accessible design system that streamlined UX consistency across platforms.
- Implemented WCAG 2.2 accessibility standards across Caremark, Specialty, and CVS platforms, ensuring compliance with A11y guidelines for mobile and web applications, optimizing features for screen readers and keyboard navigation.
- Utilized Mural for collaboration and design planning in Agile workshops.
- Directed the development of the 'Check Drug Cost' feature for the Caremark app, resulting in a 6.82% reduction in call center inquiries.

## **Apple Inc., Cupertino, CA | User Interface Designer**

Jul 2019 – Mar 2020

**Key Achievement:** Successfully delivered high-quality, localized designs that met the critical deadline for Apple's keynote address, contributing to the successful global launch of new products.

- Localized print and digital marketing materials for Apple's global campaigns.
- Redesigned sections of Apple's website for country-specific audiences, ensuring the brand's essence remained intact while integrating interaction design.
- Leveraged Adobe Photoshop, Illustrator, and InDesign for design and formatting to meet tight deadlines, ensuring timely completion for Apple's keynote product launch.

## **AGWS Inc., Warrenville, IL | Senior UX/UI Designer**

May 2018 – Mar 2019

**Key Achievement:** Completed the research and design of mobile applications, enhancing user engagement and satisfaction by providing intuitive and accessible interfaces for warranty and repair center information.

- Designed and prototyped mobile applications, enhancing user engagement through intuitive interfaces for iOS and Android.
- Used Mural and Axure to create interactive prototypes and lead strategic design workshops in Agile sprints.
- Conducted UX research and usability testing to ensure accessible, user-friendly interfaces for dealer tools.

## **Creative Circle LLC., Chicago, IL | Visual Designer**

Dec 2015 – Nov 2017

**Key Achievement:** Delivered impactful design solutions that boosted client engagement and brand visibility, contributing to increased product sales and successful marketing campaigns across multiple industries.

- Worked extensively on brand marketing and marketing materials, delivering impactful design solutions that boosted client engagement and brand visibility.
- Partnered with over 15 companies on diverse projects from print designs to UX solutions.
- Created specialized design solutions for leading dental product brands like Oral-B and Orbit, including sell sheets, web campaigns, packaging, and magazine layouts.
- Led social media campaigns, capturing and editing product photographs to align with brand standards.

- Designed digital and print banners for premium car dealerships to enhance brand visibility and engagement.

### **Richards-Wilcox, Inc., Aurora, IL | Visual Designer**

May 2005 – Jun 2014

**Key Achievement:** Achieved substantial cost savings of \$500,000 by developing in-house design solutions for electronic shelving systems tailored to government needs. Increased revenue through the implementation of a new e-commerce platform and improved dealer satisfaction and engagement through effective design collaborations and marketing efforts. The e-commerce initiative notably led to a 15% increase in online sales within the first year.

- Developed an e-commerce interface and electric shelving software system.
- Maintained and designed websites, saving substantial costs and creating new revenue streams.
- Created compelling visual content for social media campaigns, enhancing user engagement.

### **Prongo Group LLC., Aurora, IL | UX/UI Designer | Founder**

Jun 1999 – Present

**Key Achievement:** Prongo.com achieved over 10,000,000 monthly page views and a top global Alexa ranking of 4,000 at its peak. The site was recognized as a leading children's educational website, maintaining a top 100,000 ranking globally until 2017. The educational content and games contributed to high user engagement and retention, establishing Prongo.com as a go-to resource for interactive and educational content.

- Founded Prongo.com, creating a leading educational platform with significant user engagement.
- Created an iOS App of interactive games for the iPhone.
- Designed, animated, illustrated, and programmed over 300 with interactive 2D and 3D educational content, driving substantial user growth.
- Designed and developed an iOS app for Prongo.com, featuring interactive educational games optimized for touchscreen interfaces.
- Created and sold 14+ AI-generated coloring books on Amazon.

### **Highlighted Clients**

- **CircleIt LLC.**, Researched, sketched, prototyped, and user-tested focusing on the ease of use of the App, creating a user-centered design. Developed over 50+ User Interface Design screens in Figma for iOS and Android Mobile App. Created Mockups, Wireframing, and Prototypes, and tested the product with user testing.
- **AbelsonTaylor**, I led UX/UI design for the new 'Equelle' healthcare professional website section. Using Figma, I created comprehensive wireframes, high-fidelity mockups, and interactive prototypes. I developed custom animations to enhance user engagement, ensuring an intuitive interface for the specialized healthcare audience.

## **EDUCATION**

Associate Degree in Advertising, Design & Illustration | College of DuPage, Glen Ellyn, IL