

Annam Saminathan

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Portfolio: annamsaminathan.com

PRODUCT DESIGN LEAD

EDUCATION

General Assembly, 2017

UX Design Immersive

NY Code & Design Academy

UX/UI Design

Babson College, B.S., 2013

Business and Marketing, Magna
Cum Laude

RECOGNITION

Verizon Beyond Award, 2021

Presented by the CMO of Verizon

Ownership Values Award, 2015

Presented by the COO of C Space

SKILLS & TOOLS

Research

Interviews, usability studies, journey
and service mapping, persona
development

Design

UX/UI design, prototyping, design
presentations, user flows, visual/
functional QA, IA, pattern libraries

Collaboration

Facilitating brainstorming sessions
and design reviews, running
standups, organizing concepts and
materials, developing presentations

Tools

Figma, Sketch, Zeplin, Miro, Invision,
Google Suite, Usertesting.com

EXPERIENCE

Verizon

Dec 2017 - Present

Lead Experience Designer / Sr. Experience Designer III /
Product Designer (Contract)

- Lead ongoing redesign of Verizon Wireless' ecommerce experience across app and web, thus far contributing to a 30%+ conversion rate
 - Unified 7+ distinct flows into a single responsive, platform agnostic model
 - Launched 15+ key features and products across 3 agile teams
 - Enabled customers to quickly take advantage of the high visibility trade-in offer, contributing to a 28% increase in take rate
 - Developed and documented a comprehensive system of UI patterns to ensure platform-wide consistency, used daily by 50+ members across design, business and engineering teams
 - Leveraged personalization and automation capabilities
- Conduct frequent usability tests and supervise multi-variant testing work
- Train and mentor new and junior team members

Born Group

May 2017 - Nov 2017

UX Designer

- Designed key CMS page templates for a CPG product's ecommerce website
- Maintained a sketch library of UI elements and text styles
- Created detailed design specs and conducted visual QA

Freelance

Feb 2017 - May 2017

UX Designer & Researcher

- Created a new IA structure for an art non-profit's website to improve findability of event and donation pages
- Updated the UI and product messaging for a niche apparel brand's website using learnings from generative research

C Space

Jun 2013 - Nov 2016

Research Consultant / Associate Consultant / Associate

- Lead qualitative researcher on the company's most demanding accounts, including Walmart, Samsung and Kohl's
- Designed and facilitated over 25 multi-phase research projects using qualitative research methodologies i.e diary studies and store shop-alongs