

Ana Botto

User Experience (UX) & User Interface (UI) Designer

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Professional Summary

Enthusiastic and results-driven UX/UI Designer with a solid background in web and graphic design. Experienced in offering design services remotely, I have a proven track record of creating compelling visual experiences and contributing to the success of cross-functional projects on a global scale. Known for a collaborative approach and the ability to translate complex requirements into user-friendly designs. Seeking to leverage 7+ years in the tech space in a dynamic UX/UI role.

Work Experience

Freelance UX/UI Designer | Remote

Jan 2023 – Current

- Initiated design services during a Web & Graphic Design degree program, catering to a diverse network.

Focused Actions:

- Completed a successful marketing campaign for Inglenook Bakery & Cafe, including logo and style guide.
- Developed a custom HTML/CSS website serving as a storefront.
- Advised a new client on brand strategy and implemented design system with logos, typography and multiple colorways.

Results:

- Increased revenue by 30% for Chris Arnet Photography in the first 6 months through the logo and content created.
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Senior Product Owner | Momentive, Inc. | Remote

Feb 2022 – Aug 2023

- Entrusted with designing a Diversity, Equity & Inclusion (DE&I) automated reporting program for vendors post-conversion from SurveyMonkey to Momentive, Inc.

Focused Actions:

- Built and managed the automation program using automation tools Ulpath and Alteryx, designing solutions and ensuring the successful completion of projects.
- Collaborated with cross-functional teams to define project goals, business requirements, and user needs.
- Led team of developers, ensuring design consistency throughout development.
- Wrote user test plans and conducted user acceptance testing with results recorded in JIRA for manager sign off.

Results:

- Automated over 10,000 hours of manual labor and generated \$200K+ in pipeline using RPA and APA technologies.
 - Successfully shifted \$1M+ of company spending to diverse vendors through the design & implementation of DE&I automated reporting interface.
 - 60% increase in automated invoice processing, increasing vendor adoption through user testing and an iterative design process.
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Business Systems Analyst III | SurveyMonkey | Remote

Sep 2020 – Feb 2022

- Led the design of the interface for users to request new vendors and for vendors to submit their company information.

Focused Actions:

- Appointed Product Owner for data analytics implementation, steering RFP, selection, training and user adoption.
- Co-managed product roadmap for data analytics tool with cross-functional teams.
- Authored user workflows for KPIs & financial reporting, enhancing the user experience.
- Acted as a key influencer and trusted business partner for internal clients, mentoring junior team members.

Results:

- Automated vendor onboarding processes, reducing manual labor and streamlining vendor management for 9 countries with intuitive user flows.
- Implemented multiple time-saving processes using APA technologies.

NetSuite Administrator | Sonder, Inc. | Denver, CO

Jan 2020 – Aug 2020

- Promoted to Project Manager for bank integration across 8 countries, streamlining payments and reducing manual labor.

Focused Actions:

- Consulted with finance departments to design and implement a new approval workflow, replacing an external process.
- Led the Corporate Inversion and Hierarchy Modification of 28 entities.

Results:

- Successfully integrated bank payments with NetSuite, streamlining payments and reducing manual labor.

Supply Chain Manager | Sonder, Inc. | Denver, CO

Aug 2017 – Dec 2019

- Led the procurement implementation of NetSuite and managed training.

Focused Actions:

- Recruited and managed a team of Procurement Agents.
- Served as a finance systems resource for cross-functional teams.

Results:

- Mapped NetSuite data tables, built dashboards for public use, and improved forecast accuracy.

Education

Associate in Science Candidate, Graphic & Web Design – Community College of Aurora

Bachelor of Science, Marketing – Johnson & Wales University Denver Campus

Associate in Science, Culinary Arts – Johnson & Wales University Denver Campus

Skills

- UX/UI Design
- Responsive Design
- Wireframing & Prototyping
- User Research
- Interaction Design
- Visual Design
- Information Architecture

- HTML/CSS
- Automation (RPA, APA)
- Project Management

Tools

- Figma
 - Adobe Creative Suite
 - Sketch
 - JIRA
 - Git/GitHub
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Certifications

- Certified Scrum Master 2020
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Portfolio

<https://anabottostudios.com/>