

# VIVIANA ANAYA

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Seven years of combined visual design, production design, and email experience.  
Seeking a full-time position as a User Interface Designer and/or User Experience Designer within a reputable firm.

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## SKILL SETS

### SKILLS

Prototyping  
Information Architecture  
User Research  
Mobile Interaction  
Mobile Patterns  
Responsive Design  
Page Layout

### METHODS

Affinity Diagram  
Competitive Analysis  
Contextual Inquiry  
Card Sorting  
Interviews & Surveys  
Usability Testing  
Personas & Scenarios

### TOOLS

Axure RP  
Sketch  
Invision  
Adobe Creative Suite  
myBalsamiq  
HTML/CSS  
Optimal Workshop

### OTHER

Process Oriented  
User Focused  
Collaborative Approach  
Proactive Problem Solver  
Detail Oriented  
Active Listening  
Bilingual (English and Spanish)

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## EXPERIENCE

### Sears Holding Corporation

2012 - Present

- *Visual Designer*  
Design and concept a variety of emails campaigns under extremely tight deadlines. Follow the best practices for mobile-friendly emails.

### Luli

2016 - 2016

- *UI/UX Designer Intern*  
Helped create UI layout including logo, color palette, typography, and interactive prototypes.

### E-Planning

2010 - 2011

- *Customer Support*  
Trained user groups from throughout Europe on using E-Planning software while living in Argentina. Wrote and translated tutorials from Spanish to English.

### Rewards Network

2007 - 2008

- *Web Designer*  
Designed and updated landing pages and banners for Delta Airlines, American Airlines, Alaska Airlines, Bennigans, Ponderosa, Steak & Ale and Upromise.

### Orbitz

2006-2007

- *Production Designer*  
Designed graphics for weekly sales and promotions of Orbitz and Cheaptickets homepage.

### Freelance Consultant

2004-Present

- *Visual Designer/Production Designer*  
Clients: 2x2 Advertising, Center Research Library, Archeworks.org, IMS
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## EDUCATION

### Depaul University

2013 - in progress

- MS Human-Computer Interaction

### Columbia College Chicago

2005

- BA Digital Media Technology