ANNA UDULUTCH

Human-Centered Designer

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SUMMARY OF QUALIFICATIONS

I bring an experienced human-centered design foundation shaped by user research and systems thinking, creating clear, intuitive experiences across digital and physical environments. I work confidently across diverse teams, managing stakeholders and guiding projects with thoughtful planning. I lead initiatives with streamlined processes, testing, and data-informed judgment to ensure purposeful outcomes.

TOOLS & METHODS

Figma · SolidWorks · Design systems · Information architecture · Journey mapping · Wireframing & prototyping · User research · Usability testing · A/B testing · Analytics · Content strategy · Instructional design · Touchpoint design · Visual communication · Scalable ecosystem design · Cross-functional collaboration · Project planning · Workflow optimization · Stakeholder management

RELEVANT EXPERIENCE

- **Senior Designer - Impetus Design Studio**
  Phoenix AZ, Nov 2024 - Present
  - Led brand identity development and design systems for law firms; created touchpoint design across web, print, and physical spaces, using Figma, content strategy, and information architecture
  - Conducted user research, journey mapping, usability testing, and stakeholder management to improve onboarding and scalable ecosystem design as the studio's founder and lead designer
- **Product Design Engineer - ThynkB**
  Phoenix AZ, Mar 2022 - Nov 2025
  - Applied systems thinking and interaction design to prototype physical and digital products via CAD and Figma; integrated evidence based design and analytics
  - Ran A/B testing and collaborated with engineers to bring 30+ viable designs to production
- **Continuous Improvement Specialist - Knox Company**
  Phoenix AZ, Jul 2021 - Nov 2021
  - Led workflow optimization and project planning for assembly renovations; designed information displays and touchpoint design to boost manufacturing floor efficiency and human experience
- **Industrial Design Intern - Hewlett-Packard Inc.**
  Boise ID, Jun 2018 - Sep 2018
  - Contributed interaction design for enterprise printers; modeled 140+ concepts in SolidWorks and tested viable prototypes with industrial design and mechanical engineering teams
- **Human Factors Engineering Intern - Hewlett-Packard Inc.**
  Boise ID, Jun 2017 - Sep 2017
  - Conducted user research and usability testing on enterprise printers comparing digital and physical data entry; translated findings into functional design requirements

EDUCATION

- **University of Washington, College of Engineering**
  Seattle WA, Sep 2016 - May 2020
  - **Bachelor of Science, Human Centered Design & Engineering (HCDE)**
    - Relevant coursework: User Centered Design, Technical Communication, Visual Design, Systems Design, Usability Research, Design in CAD, UX Prototyping
    - President of Design for America, HCDE Award of Excellence in Innovation, Engineering Dean's List (4x)
  - Minor in Architecture
    - Relevant coursework: Structural Design, Project Studio, Urban Architecture Study