



ANNIE SCHORFHEIDE

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Summary

Design professional with a background in **human-centered design**. Expertise in usability, branding, interaction design, information architecture and project management Adaptable, curious, efficient and able to juggle multiple projects.

Work Experience

Perficient Inc., Halliburton March 2014 - Present

User Experience Architect

Lead Business Consultant (March 2015 - Present)

Sr. Business Consultant (March 2014 - March 2015)

- Staffed on a long term project at a Fortune 500 Oil and Gas company in their Cementing Technology Software team. Aided the design and development of two applications:
 - A scientific simulation and real-time data monitoring/acquisition tool
 - A process-assurance tool
- Experienced working with a **multi-shore team** using Agile methodology.
- Met with the Product Owners to understand user needs and refine business requirements.
- Developed high-level concepts, then translated into detailed **pixel-perfect designs**.
- Produced mock-ups and detailed specifications that **defined user interactions**.
- Assisted usability testing conducted with technical professionals around the world.
- Worked with development to determine technical feasibility, cost, and options.
- QA tested code in both the development and testing environments to **ensure an excellent user experience** and that all specifications were developed properly.
- Led the charge for re-designing the frontend UI of a complex web application into a simple, easy to use interface thereby enhancing usability by **increasing efficiency, learnability, and memorability** while minimizing human error, and **improving the platform's branding**.

John Wiley & Sons Inc. August 2013 - March 2014

User Experience Architect

- Served on the Global Education team of an global academic content provider. Aided the effort to pivot our deliverables from traditional media to digital platforms.
- Worked to **promote branding** while **increasing content discoverability** for our educational platforms.
- Investigated the value proposition of each product through focus groups and competitive analysis. Led efforts to **identify and solve usability issues**.
- Collaborated with cross-disciplinary teams to **visualize, prototype and test** new products as well as implement improvements to existing products.
- Developed wireframes and prototypes to display user feedback combined with user experience best practices. Presented and defended UX designs to all levels of the organization
- Forged relationships with and promoted **User Centered Design** to Business and Product teams partners. Educated colleagues about UX practices, methods and deliverables

Freelance Designer and Front-end Developer 2007 - Present

Internship Experience

UBS 2012	UX/UI Design Intern
Texas Monthly Magazine 2011	Digital Intern
Houston Astros Baseball Club 2010	Graphic Design Intern
Zocalo Design and Advertising 2010	Graphic Design Intern
Austin Fit Magazine 2009	Graphic Design Intern
C.K. Design Agency 2008	Graphic Design Intern

Leadership Experience

Held numerous positions in student and professional non-profit organizations. Led teams of more than 25 people in successfully achieving objectives. Proven ability to **manage**, motivate, and delegate effectively. **Effective communicator** both individually and as a public speaker. Creative problem solver with the ability to work under deadlines.

Visualization Marathon 2011	Team Lead, Sponsored by GE and the UN
States of Matter Exhibition 2011	Co-coordinator, Thesis Show
Project N.E.R.E.U.S. 2009	Team Lead, Sponsored by the NSF

Education

Pratt Institute 2011-2013	M.S. Communications Design, Digital Information Design Studio
The Royal Danish Academy 2012	B.F.A. Design
The University of Texas 2006-2011	<i>University Honors, College Scholar</i>
School of the Art Institute of Chicago 2006	Intensive Institute in Graphic Design

Honors

Adobe Design Achievement Award 2011	Semi-finalist for Illustration
Virtual Learning Community Conference 2010	“Education in a Virtual World” Panelist
Innovative Instructional Technology Awards 2010	Top Honor for Creativity

Organizations

Junior Women’s Club, Delta Delta Delta, Daughters of the American Revolution

Skills

Technical

I know like the back of my hand Axure RP Pro, Balsamiq, Omnigraffle, Adobe Dreamweaver, Adobe Photoshop, Adobe Illustrator, Adobe Indesign,

I am pretty confident with HTML5, CSS3, Visio, Microsoft Office

I can understand and piece together JavaScript, jQuery, Linden Scripting Language

Other

wireframing and designing specifications, branding, art direction, high and low fidelity prototyping, digital and content strategy, illustration, data visualization, brainstorming and sketching, users interviews and testing, competitive and user flow analysis, user advocacy, ethnographies and personas, heuristic evaluations, storyboarding, writing, business analysis, team and project management.

“Any darn fool can make something complex; it takes a genius to make something simple.”

— Albert Einstein
