

Anna Peterson

Tampa, FL | annapetersonvevo@gmail.com | [LinkedIn](#) | [Portfolio](#)

Summary

Product-focused digital designer with experience working in Agile product environments, fintech, creating design systems, improving usability, supporting cross-functional teams through iterative development cycles, and managing design teams. I am skilled in visual communication, attention to detail, and delivering high-quality design solutions under tight timelines.

Skills

Claude Code, Figma Make, Figma, Adobe XD, Adobe CC, Responsive Web Design, SaaS, Website Maintenance and Content Updates, Information Architecture, User Journey Mapping, Design Systems, Interaction Design, Accessibility (WCAG 2.1), Webflow, WordPress, Agile Methodology, Google Analytics, Atlassian Jira, MS Office, HTML, & CSS

Work Experience

Self-Employed, Tampa, FL

Freelance Product Designer, Graphic Designer, and Website Manager

Aug. '25-Present | Remote

- Managed multiple concurrent projects across product design, graphic design, and website maintenance, adapting workflows and deliverables to meet diverse client goals, branding needs, and user experience requirements.
 - Current projects: Fenrisk Five (Product Design), 33 Alerts (Graphic Design), and Veterans Art Center Tampa Bay (Website Manager)
- Designed visual and digital assets including banners, brochures, and branded materials, translating client requirements into clear and compelling layouts.
- Optimized work flow with tools such as Claude Code, Vercel, Figma, Figma Make, and Canva Pro to enhance production speed, quality, scalability and consistency.

LeadVenture, Lake Oswego, OR

UI/UX Designer I

Jul. '25-Aug. '25 | Remote

- Implemented responsive UI components and dashboard user flows to support integration of ThumbStopper software across LeadVenture's dealership platform, Dealer Spike.
- Supported and adhered to feature implementation and UI updates within Agile development cycles aligned to a 6-month product roadmap.

That's Us Technologies LLC, ThumbStopper, Tampa, FL

May '23-Jun. '25

UI/UX Design, Team Lead

Nov. '23-Jun. '25 | Hybrid

- Led redesign of a multi-modal billing product, applying HCD principles to improve data visibility and reduced billing-related errors by ~75% and eliminated the need for additional accounting resources.
- Contributed to 10+ agile development cycles, delivering new product features within two-week sprint timelines.
- Coordinated cross-functional collaboration between design and engineering teams, maintaining a 90-day design lead through backlog prioritization and sprint planning.
- Identified and documented front-end issues during QA testing and collaborated with developers to resolve bugs.
- Mentored junior designers and facilitated team alignment with weekly standups and collaborative workshops.

Jr. UI/UX Designer

May '23-Nov. '23 | Hybrid

- Created high-fidelity click-through prototypes for a multi-user social media syndication platform.
- Collaborated with cross-functional teams to iterate on features and improve usability across the platform.

Education

University of Florida, Gainesville, Florida

May '22

BS in Advertising, Persuasive Messaging | Concentration: Business | Minors: Digital Arts and Sciences and Communication Studies

University of South Florida, Tampa, Florida

Jan. '23

UX/UI Design Certification