

ANNE B. HENDRICKS

UX DESIGNER & LIFECYCLE MARKETING MANAGER

PROFESSIONAL EXPERIENCE

Lifecycle Marketing Manager

Wizards of the Coast (04/2020 - Present)

User Experience Lead on *Magic: the Gathering* and *Wizards of the Coast* corporate websites redesign. Responsible for project requirements, wireframes, storyboards, user flows, process flows and site maps for the customer journey, vendor management, internal communications, timeline and publishing schedules, and product management. Project Lead for large marketing campaigns for *Magic: The Gathering* website. Includes formulating marketing plans, schedules, overseeing creative visual design asset development with vendors and internal Creative team, and cross team collaboration.

Senior Digital Visual Designer

Wizards of the Coast (03/2016 - 03/2020)

Oversaw creation of creative digital assets ranging from web, social media and advertising. Worked closely with cross-departmental teams. Oversaw end-to-end project workflows of large and complex creative projects to ensure deadlines were met and appropriate creative resources allocated. Maintained the creative intake process and worked closely with cross-functional partners and creative team members.

Web Production Designer

Wizards of the Coast (04/2014 - 03/2016)

Helped create assets for re-design initiatives for Wizards Play Network, Magic: The Gathering, and Dungeons & Dragons websites. Helped in the creation of new functionality and creative for the various brand websites upon launches.

Web Designer

SanMar Corporation (07/2010 - 01/2012 & 06/2012-12/2012)

Worked on the User Experience team to help with UI and UX changes. Designed a wide range of websites and web applications including internal and external corporate sites and customizable reseller sites. Presented designs to corporate stakeholders throughout the design process.

Creative/Web Designer

MECLABS (09/2008 - 05/2009)

Web Developer/Graphic Designer

CrystalTech Web Hosting (11/2007 - 09/2008 & 05/2009 - 04/2010)

User Interface Designer

Bruxton Corporation (05/2006 - 06/2007)

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EDUCATION

University of Washington

Human Centered Design &
Engineering College of Engineering
Master of Science
June 2016

The Art Institute of Phoenix

Web Design and Interactive Media
Bachelors of Arts
June 2008

The Art Institute of Seattle

Interactive Media and Design
Associate of Applied Arts
December 2005

SKILLS

Customer Journey Mapping
Graphic Design
Low to High Fidelity Prototyping
Persona
Process Flows
Responsive Web Design
Sketching
Storyboarding
Wireframing
UI/UX Design
User Research
User Strategy
User Flows
Usability Testing

TOOLS

Adobe Creative Suite
Axure
Figma
HTML, CSS
Invision
Omnigraffle