



ANNABELLE LADAO

User Experience Designer

San Francisco, California

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annabelleladao.com

TECHNICAL SKILLS

Adobe Creative Suite
Sketch, InVision, Visio, OmniGraffle
WordPress, Bootstrap, Drupal
HTML5, CSS3, Sublime Text

AWARDS

Graphic Design USA
Graphic Design Award 2013
Invitation and Publication

Graphic Design USA
Graphic Design Award 2012
Website Design

Graphic Design USA
In-House Design Award 2011 & 2012
Website Design

Mar Com Awards 2008
Logo Design, Gold Winner

EDUCATION

M.A. Instructional Technology
San Francisco State University

B.A. Social Science
San Jose State University

UX Design Immersive
General Assembly

**Graphic Design and Visual
Communication Program**
UC Santa Cruz Extension

6.2016 – present
JPMORGAN CHASE
San Francisco, CA

WORK EXPERIENCE

SENIOR UX DESIGNER

- Creating visual and interaction designs including wireframes.
- Creating specifications (redlines, bluelines, etc.)
- Developing the layouts for different RWD breakpoints and browser widths across various devices.
- Working collaboratively within a product team made up of BSA, PMs, engineers, and UX teams.

11.2015 – 2.2016
SAP INNOVATION LAB
San Francisco, CA

UX DESIGNER (ProBono)

- Created blue-sky solutions for what 'Next-Generation Banking' will look like, with Millennials in mind.
- Conducted user interviews, competitive and comparative analysis, information architecture and usability testing.

4.2005 – 11.2015
PARTNERSHIP FOR NYC
New York, New York

CREATIVE DIRECTOR

- Created site maps, wireframes, mock-ups, and visual assets for company website and partner websites.
- Conceptualized visual design and implemented company and partner websites.
- Created brand identity for websites and marketing collateral includes brochures, datasheets, packaging, and reports.

8.2005 – 10.2013
TAPROOT FOUNDATION
New York, New York

VISUAL DESIGNER/INFORMATION ARCHITECT

- Designed and produced user interfaces for web applications and websites.
- Conceptualized, designed, and produced solutions for print and web projects.

8.2003 – 2.2005
MACNICA INC.
Yokohama, Japan

SENIOR VISUAL DESIGNER

- Designed and produced user interfaces for web applications and websites.
- Conceptualized, designed, and produced solutions for print and web projects.
- Created brand identity for bilingual marketing collateral that included brochures, datasheets, and packaging.

6.2004 – 10.2004
GAP, INC.
San Francisco, CA

WEB DESIGNER

- Designed online advertisements and email campaigns for Old Navy Online clients and partners.
- Collaborated with producers and copywriters to strategize on advertising campaigns.
- Produced web-ready artwork for implementation.

12.2001 – 7.2003
CHROMOSOME 22
Alicante, Spain

SENIOR VISUAL DESIGNER

Strategized, developed, and designed UI applications and consumer websites for global clients.

8.1999 – 9.2001
SABA SOFTWARE
Redwood Shores, CA

ART DIRECTOR

Conceptualized, designed, and produced cost-effective solutions for print and web.