

# ANNALISA WELLS

UX/UI Designer & Digital Product Strategist

Broomfield, CO • 720-755-9603 • annalisawells@gmail.com • annalisawells.com

## PROFESSIONAL SUMMARY

UX/UI designer and digital strategist with 5+ years creating scalable web solutions and design systems for diverse industries. Expertise in translating complex requirements into intuitive user experiences through user-centered design, front-end development, and data-driven optimization. Proven track record building design systems, implementing technical solutions, and driving measurable results including 30% increases in conversion rates.

## CORE COMPETENCIES

UX/UI Design • Design Systems & Pattern Libraries • Information Architecture • Responsive Web Design • Front-End Development (HTML/CSS/JavaScript) • E-Commerce Platforms • Accessibility Standards (WCAG) • Analytics & Data Analysis • Figma, Sketch, Adobe XD • Wix Studio, Squarespace, Shopify • Strategic Planning & Process Optimization

## PROFESSIONAL EXPERIENCE

### Website Designer

Fat Bird Marketing • Denver, CO • July 2023 – November 2025

- Designed and architected 20+ websites across healthcare, wellness, real estate, construction, retail, and nonprofit sectors, translating business requirements into scalable UX structures and visual systems
- Developed comprehensive design systems ensuring consistency, WCAG accessibility compliance, and optimized usability across multi-page platforms
- Implemented complex technical solutions including e-commerce architectures, payment integrations, automation workflows, and member portals using Wix Studio, Squarespace, and custom code
- Conducted comprehensive UX audits identifying friction points, accessibility gaps, and design system optimization opportunities
- Established technical infrastructure including domain architecture, analytics frameworks (Google Analytics, Search Console), and SEO foundations
- Created detailed technical documentation and system guides for seamless platform handoffs and long-term maintenance

### Founder, UX/UI Designer & Web Strategist

Annalisa Wells Designs LLC • Broomfield, CO • February 2020 – October 2025

- Built web design practice specializing in conversion-optimized e-commerce systems and responsive user experiences
- Designed and launched multi-platform e-commerce solutions driving average 30% increase in conversion rates through strategic UX improvements and optimized user flows
- Integrated custom front-end code, implemented UI/UX frameworks, and optimized for Web Accessibility standards and analytics tracking
- Developed systematic workflows and process documentation to streamline delivery and ensure consistent quality

### E-commerce & Customer Service Representative

The Tea Spot • Boulder, CO • October 2017 – February 2018

- Analyzed customer behavior and return data to identify operational improvements, reducing profit loss by 10%
- Contributed to graphic design deliverables, content strategy, and marketing calendar development

### General Manager (Retail + Food Service)

Ku Cha House of Tea • Boulder, CO • November 2015 – April 2017

- Analyzed operational performance data to optimize business processes, inventory systems, and team workflows
- Developed data-driven marketing strategies including email campaigns and promotional calendars

- Restructured inventory operations and merchandising, improving efficiency and customer satisfaction metrics

## EDUCATION & CERTIFICATIONS

### **Bachelor of Arts, Cross-Cultural Studies**

Whitworth University • Spokane, WA

Professional Certifications: HTML Fundamentals, JavaScript Tutorial Course, CSS Fundamentals, C# Tutorial

## TECHNICAL SKILLS

**Design Tools:** Canva, Figma, Sketch, Adobe XD, Adobe Creative Suite

**Development:** HTML5, CSS3, JavaScript, Responsive Design, Mobile-First Development

**Platforms:** Wix Studio, Squarespace, Shopify

**Analytics & SEO:** Google Analytics, Google Search Console, Data Analysis, Performance Optimization

**Languages:** Spanish (Native), Catalan (Native), French (Limited Working), Mandarin (Elementary)