

# LeAnn Davis

Senior UX Designer

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## Education

**Columbia University | New York, NY**

MA (International Policy Analysis & Business)

DRA (full-tuition award)

**Bryn Mawr College | Bryn Mawr, PA**

BA (History, summa cum laude + honors);

Slaughter Fellowship; Manning History Prize

## Skills

### Discovery and Analysis

Interviews, contextual inquiry, heuristic and competitive reviews, process analysis, JAD

### User Understanding

Personas, use cases, user journeys, task/workflow analysis

### User Centered Design

Design thinking, workshops, site maps, wireframes (low and high fidelity), functional specs (BRD/FRD), prototyping, user testing

### Marketing and Communications

Copywriting, editing, marketing strategy, advertising strategy, digital advertising, traditional advertising

## Toolbox\*



\*I've worked most recently in Figma, Invision, and Sketch, but I've used many design tools over the years, and have basic familiarity with HTML, CSS, and Javascript. I can work in pretty much any software.

Hi, I'm LeAnn. For over 20 years I've been making all kinds of products easier to use. IA, UCD, UX, IxD, HCI – whatever you call it, whatever device or media format you apply it to – boils down to making software that's satisfying and productive for people. Software that makes their lives better. That's what I do.

## Experience

**Bloomberg LP | New York, NY**

Senior Interaction Designer (2014-present)

Head designer / pod lead for various financial and business support applications on the Bloomberg Terminal, as well as web-based Enterprise Products. I have a special interest in developing, communicating, managing, and implementing enterprise-level design patterns and standards.

**Various Clients | New York, NY**

Freelance UX Designer (2004-present)

Elicit requirements, develop information structures. Create specifications, user flows & wireframes. Outline creative strategy, prepare content matrix & write site copy / help copy.

**Morgan Stanley | New York, NY**

Vice President, Senior UX Designer (2007-2014)

Senior role within a distributed User Experience Group, designing & launching complex transactional systems used by both back- and front-office personnel. Sold in and managed additional group resources in all disciplines.

**Rodale | New York, NY**

Senior Information Architect (2007)

**Debevoise & Plimpton | New York, NY**

Senior Business Analyst (2005-2007)

**Blue Dingo | New York, NY**

Director, Strategy & Information Design (2000-2005)

**J. Walter Thompson | New York, NY**

Partner, Account Director (1995-2000)

## Professional Associations

Information Architecture Institute

Usability Professionals Association

## Community Activities

Colorado Horse Rescue

Southern Hills Middle School