

Anita Hart

Innovative digital product designer with 14+ years experience creating intuitive applications that align with business goals. Known for strategic design management, team leadership, cross-team collaboration, and simplifying complex systems by striving to deeply understand the user's needs.

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EDUCATION

Master of Arts, Interaction and User Experience Design *University of Kansas*

January 2017 - May 2019

Completed two design innovation team projects for Google UX, which focused on improving data management and imagining a better OAuth user experience. An immersive team study of the U.S. Immigration System produced several solutions to remedy the pain points of the applicants. Thesis research project on advocating for owner's automotive data privacy.

Certificate, Master of Web Design *Johnson County Community College*

2011

Courses included Fireworks, Javascript, PHP, HTML, CSS, SEO, Multimedia.

Bachelor of Arts, Organizational Management *Ashford University*

August 2006 - December 2008

Studies included team building, organizational change management, and strategic planning. For the capstone project, I chose to explore the subject of effective communication, which is the foundation of every key objective.

EXPERIENCE

Global Payments, TouchNet Information Systems *Senior User Experience Designer - Higher-Ed Platform*

November 15, 2015 - March 31, 2025

- ★ Authored comprehensive strategic design plan to support Global Payments major organization transformation initiatives, synthesizing the firm's vision for both the wider design organization and targeted goals for a specific business unit to align the design function to business outcomes.
- ★ Provided research and strategic counsel to the Director of Product Strategy to define the company product roadmap and priorities for 2025-2026 based on executive leadership key objectives.
- ★ Design Lead for new cashiering application: complex user role

WEB RESUME



SKILLS

Design Leadership & Strategy

Interactive & Experience
Design Lead

Figma Prototyping & Design
System Components

Journey Mapping

Usability Testing

Agile Software Development
Integration with Jira

Web Accessibility Expertise.

TECH

Software: Figma, Balsamiq, Axure, Adobe XD, Photoshop, Sketch, Google Suite, Microsoft Office, Userlytics, Jira, Confluence, MacOS, Windows.

Web: HTML5, CSS3, SASS, IntelliJ, Eclipse, Github, Bootstrap, Fontawesome,

management, business operations, and payment workflows to simplify usability for higher-ed financial offices, departments, and students.

- ★ Design Lead for eCommerce applications: Major innovative redesign of two tandem applications; a customizable university store platform as well as an admin interface for creating retail content, inventory, taxes, and reporting.
- ★ Creation of customer surveys, moderated and unmoderated user tests, data ana, solution proposals, and executive summaries.
- ★ Initiation of integrating design functions into Agile development sprints, team design reviews and design iteration processes.
- ★ Design team lead in creation of design system and wiki documentation.
- ★ Design management, defining product requirements, and hands-on integration support for software development.
- ★ Championed cross-team collaboration program to foster free-flowing ideas and communication for teams to share the customer's voice.

Insight Global

Web Developer – Sports Fan Application

July 5, 2015 - November 5, 2015

- Web application front-end development, Angular.js, HTML5, CSS3.
- Built interactive admin pages for a complex data-driven application.

Peruvian Connection

Web Production Specialist – eCommerce Sites

September 4, 2014 - July 2, 2015

- Web development and production for ecommerce sites using Marketlive Ecommerce Platform, HTML, CSS.
- Graphic design software: InDesign, Photoshop, and Fireworks.

Catapult International

Web Developer and Designer – International Shipping Logistics

April 30, 2012 - August 28, 2014

- Web development using JSP, HTML5, CSS3, jQuery, Bootstrap, LESS, SVN, PHP, Agile software development, UI design, development, animations, micro interactions, graphic design; photographic and vector illustrations, digital video project management.
- Created a systemic process to produce custom branded vertical websites.
- International office collaboration and training.

Mersoft Corporation

Web Developer and Designer

August 2011 - March 2012

- Website planning, UI design, coding, SEO analysis, project workflow management, interviewed clients to determine business needs.

AWARDS

Victor Papanek Outstanding Masters of Design Award, 2019.

Global Payments Circle of Excellence Award, 2018.

TouchNet Set the Curve Award