

Ann Danylkiw

UX Designer

Portfolio: <http://annlyticalmedia.com>

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I'm a skilled modern digital professional with a fizzy brain. I'm proud of the career I've cultivated: a complement of digital projects that have given me a unique skillset in design for digital environments: UX, IA, interaction, prototyping, filmic experiences and applying and visualising data structures.

I have cultivated a sub-specialty in digital video (especially interactive video) and content.

Working alongside agency strategists and with several startups, my roles have been tightly integrated with the product development process, always starting with rich research processes.

I've consulted widely: from startups to agencies to the BBC.

Work Experience:

UX/Ix/IA Designer
Feb 2013 – current

Freelance Consultant, London and Brighton

- UX Design and Interaction Design with a strong product development approach
- Information architecture (IA) and wireframing, data-led
- Scrum certified
- Constructing visual user journeys
- User-research and testing
- Workshops
- Digital media production: design, film, graphics, UI
- Prototyping in Axure and HTML, CSS, some JS

(please project sheet on page 3 for details)

VOD Engineer
Nov 2012–Feb 2013

Encompass Digital Media, London

- Responsible for editing and transcoding media assets into multiple formats for multiple platform delivery

Lead UX Designer
May 2012–Nov 2012

memerge.us, social video startup, London

- UX / UI visual design for Web and Mobile
- Created wireframes and prototypes
- Devised IA to turn data into content
- User-centered interaction design and user testing
- Social dynamics design
- Project management

Interaction Designer
Oct 2011 – Mar 2012

Philter Phactory, London

- Developed AI bot-to-human interaction (affective computing)
- Created social visualisations from data

UX Consultant
Oct 2010 – June 2011

Works nug, London

- Social interaction design and user research
- Developed user experience strategy

Freelance Digital

Freelance Digital Media, London

Oct 2009– May 2012

- Digital video editing and production
- User experience and research consulting
- Digital strategy

Social Media Editor
June 2009– Oct 2009

green.tv, London

- Content management
- Content (including social) strategy and implementation
- Client and campaign coordination

Skills:

Web

HTML5, CSS, XML, basic JQuery / Javascript including several parallax scroll libraries

Software

Adobe Suite softwares CS6; Final Cut Studio 3, standard word processors and spreadsheet ware; UX softwares Axure, Omnigraffle; standard FTP protocols and media transfer solutions; n.b. can learn to use anything easily

Facilitation

Certified Scrum Project Master, Digital Storytelling facilitator

Public Speaking

Sapient Nitro, Jan 2013, “Interactive Storytelling for the Web”
DevTank, Nov 2012, “Interactive Stories and the Emotive Web”
Creative Capital, May 2012 ([video](#)) (~8min)

Workshop Facilitator

General Assembly, May–June 2013, Interactive Video
Mash/Hackweekend at Sapient Nitro, Nov 2012, Interactive Video

Hardware

Camera kit: AVCHD Canon HFS200, Rhode NTC2 boom mic, tripod

Associations

iDocs UK, founding member
Ladies That UX, Brighton
Ladies Who Code, London

Education:

2011–2014

Goldsmiths College, ICCE PhD program (part-time, on hold)

Oct 2012

Skills Matter Exchange: **Scrum certification** course

Summer 2009

The Frontline Club: Audio and Video Journalism training

2008– 2009

School of Oriental and African Studies, University of London
coursework for MSc Finance and Development Economics

2002–2007

Simmons College, Boston, Massachusetts
BA International Relations, Minor Economics (unweighted 3.2 GPA)
Deans List four semesters
Includes 4 field research periods abroad two to three months each

Interests:

Research interests

Interactive film, interaction design, experimental economics, digital feminism, visual emotive communication, affective computing

Language study

Arabic, French, Spanish, German (retain only beginner level)

Pleasure

Avid reader; running; art and culture; photography; filmmaking

Referees:

Please see the recommendations on my [LinkedIn profile](#).

Project Sheet

June – Aug 2015 UX Designer–Researcher	<p>The Unit Co-op Insurance, UX Lead</p> <ul style="list-style-type: none">• Lead UX process for insurance product innovation, working with internal stakeholders• Co-designed solution and testing with client• Delivered user journey and dataflow documentation, storyboards, and wireframes• Lead workshops on-site with client <p>Saga Legal, UX Researcher</p> <ul style="list-style-type: none">• Assisted client to redesign service product• Co-lead both client-side and user research• Produced complex multi-user and data flow diagrams• Co-lead workshops on-site with client <p>RSA / Morethan, UX Research</p> <ul style="list-style-type: none">• Lead on-site user research and testing• Produced complex multi-user and data flow diagrams• Participated in an agile delivery process• Recommended hybrid digital-analogue solutions
June 2015 UX Architect	<p>Amaze (Liverpool) Virgin Trains East Coast, data driven UX–Architecture</p> <ul style="list-style-type: none">• Worked along side a developer to craft best possible user experience given technical requirements• Required understanding 3 complex site APIs• Created new sitemap and API diagrams• Delivered (responsive) wireframes to implement changes in 3 site-wide APIs to user-facing tool set
April 2014 – Dec 2014 UX consultant, occassional	<p>Redwood Various accounts (e.g. Barclays, Mazda, Ugg, Old Wealth Mutual, Virgin Media), UX / Ix / IA Design Consulting</p> <ul style="list-style-type: none">• Product development and strategy / solution research and briefing• Research and comparative analysis of client and competitor UI UX• Recommended modular content implementation UX / Ix to existing client websites• Advice on interactive video use and implementation to match client digital strategy aspirations• Worked with creative team to flesh out content story to user journey and Ix, carried through to sketches and wireframes
Nov 2013 – Jan 2014 Jr Developer, part-time	<p>Redwood Virgin Media Presents, Email campaigns</p> <ul style="list-style-type: none">• Build and testing of email campaigns• Email testing• Adhered to weekly delivery schedule
October 2013 IA / UX Designer	<p>Capablue Operator in the Cloud (TV Everywhere service) pitch</p> <ul style="list-style-type: none">• User behavioural research both live and digital• VOD and TV UI and UX research, including competitor audit• Produced research documentation

- 2 sitemaps: functional spec and extended business model
- Designed feature interactions, user journey (including hardware)
- Worked with data structures to inform and design interactions
- Translated functional spec into wireframes
- Assisted MD with product development

Capablue Website Redesign

- Audited brand content
- Designed new responsive wireframes
- Wireframe draft for scrolling site animation of Connected TV

IA / UX Consulting

- Worked in agile environment (Basecamp)
- Worked with developers to resolve UX design conflicts in implementation across accounts

September 2013
UX Designer

Jack Morton

Wella TrendVision

- Worked with designer to translate UI vision to user experience
- Dynamic wireframes for adaptive site
- Recommended video UI interactions

July – August 2013
UX and Interaction Designer

Salterbaxter

Hermes (financial) Client-facing info / stats dashboard

- Worked with team to determine existing sitemap and datamap
- Designed wireframes for new portal (UI and UX)
- Designed data visualisations based on data from existing UI
- Collaborated with developer to determine data structure based on existing Salesforce portal
- Suggested revisions to simplify and rationalise portal data structure

Stora Enso Renewable Packaging Website and Product Finder

- Recommended new sitemap and mapped content for new website
- UX, UI wireframes for new website (*responsive)
- User flow for product finder based on client provided data
- Recommended revision to data structure to client for product finder

May – July 2013
Digital Interaction Designer

Redwood Publishing

Redwood Moving Content (Video) Website

- UX on project; worked with creative team to design and code adaptive single-page site to very tight deadline
- Recommended, implemented, and troubleshoot parallax javascript libraries
- Cut video clips for various video approaches in prototype

Interactive Video Prototypes

- Prototyped e-commerce 'shop the look' and video campaign interactives for several clients (jQuery, Popcorn.js)
- Collaborated with video editors to structure interaction
- Advised on interactive video strategy across clients

Mobile app UX/UI design

- Prototyped mobile spending / saving app for Redwood client
- Utilised user-centered design processes for concept of app
- UX: Wireframes, user journeys
- Graphical concept UI

Yivid interactive video website

- Content, document map, code, design for website
- Full IA to UX

May – November 2012
Lead UX Designer

memerge.us

Social and Interactive Video Platform

- UX, IA, UI design and graphical design
- Led user-research and user-centred product design
- Advised on how to exploit video metadata to present visual stats
- Prototyped 'clickable' desktop and mobile MVP using graphical mockup webapp
- Assisted with product development and strategy