

# ANKE WERSCHNIK



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Portfolio: <http://www.werschnik.de#portfolio>

## SUMMARY

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UX designer with over 8 years of professional experience in Europe and Australia of designing human-centred and innovative software solutions and services. Having worked on all phases of the UX Design Process - I describe myself as an all-rounder. My focus is on user research, creating concepts and prototypes and testing them with users.

## PROFESSIONAL EXPERIENCE

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08/ 2014 - present **Senior User Experience Designer** (permanent position)  
Shine Technologies, Melbourne/Australia  
UX Designer for desktop, tablet and mobile applications – main focus on B2B applications for electricity retailer and networks:

- Gathering requirements e.g. through interviews, surveys and contextual inquiries
- Creating personas, scenarios, storyboards and customer journey maps
- Designing wireframes and prototypes
- Agile collaboration with product owner and development team

### **Various contracting roles in Melbourne/Australia** (since 01/2007):

06/2014 – 08/2014 **Senior User Experience Designer**  
CircleT, Melbourne/Australia

- UX Design for the Intranet of the National Australia Bank (NAB) with focus on establishing design standards and implementing them using the frontend-framework Bootstrap
- Conceptualising a tablet application for mobile business banker

07/2013 – 06/014 Maternity leave

10/2012 – 05/2013 **Senior Customer Experience Designer**  
National Australia Bank (NAB), Melbourne/Australia

- Customer journey mapping to help the Financial Planning team to understand customer expectations and identify new and existing high level opportunities

- Leading workshops to understand project context, business objectives and the stakeholder group
- Conducting research with bankers, branch managers, financial planners and customers
- Generating journey maps – a graphical representation of the steps and channels a customer goes through, including moments of truth and pain points
- Leading cross-functional workshops including financial planners, branch managers, bankers and key stakeholders to identify opportunities for improvement
- Conducting user research for the 'Mortgages Online' team to evaluate online application forms and gain insights into the usage of home loan calculators.
- Developing session guides, creating prototypes, conducting evaluation sessions, analysing findings, developing recommendations and reporting on them.

04/2012 – 09/2012 **Senior User Experience Designer**

Aurecon, Melbourne/Australia

- UX Design for Aurecon's Global Intranet (over 7,500 employees in 27 countries)
- Creating wireframes and visual designs for Intranet templates, layouts and UI patterns
- Creating clickable prototypes for internal feasibility studies including social collaboration feature like a question & answer system
- Conducting user evaluation sessions e.g. diary studies to research needs of users who are new to Aurecon
- Evolving the current corporate branding guidelines (currently print focussed) to meet digital design and accessibility needs
- Establishing UX design standards and guidelines and documenting them
- Working in close collaboration with project teams and internal stakeholders such as Intranet Coordinator, Marketing, SharePoint Consultants, Project Manager, and IT/Development

02/2011 – 03/2012 Maternity leave

11/2009 – 01/2011 **User Experience Designer**

Sensis Pty Ltd, Melbourne/Australia

- UX design for White Pages Online (WPOL), following a user-centred design approach
- Interaction and visual design, creation of interactive prototypes
- Planning and conducting user evaluation sessions and contextual inquiries. Analysing findings and reporting on them
- Close collaboration with development and product owner to implement designs (using agile processes)

07/2009 – 10/2009 Around-the-world trip

08/2008 – 06/2009 **Lead Interaction Designer**

Australia and New Zealand Banking Group (ANZ), Melbourne/Australia

- Creating screenflows, wireframes and clickable prototypes.
- Conducting usability testing sessions.
- Designing and refining high level visual mock-ups.
- Conducting contextual enquiries.
- Collaborating with business stakeholders, Marketing team, Test and Development teams and external agencies.
- Creating of web analytic reports using Omniutre SiteCatalyst

04/2008 – 07/2008 **User Interface Designer**

Nielsen Online, Melbourne/Australia

- Creating of information-architectures, prototypes and visual designs
- Evaluating Java Script Frameworks and other third party-tools like charting components
- Producing HTML/CSS templates

08/2007 – 03/2008 **Interaction Designer**

Aconex, Melbourne/Australia

- Creating information-architectures, wireframes, prototypes and visual designs
- Evaluating existing functionality and content – if applicable redesigning it

05/2007 – 07/2007 **Usability Analyst**

Information & Design and The Hiser Group, Melbourne/Australia

- Conducting, observing and documenting usability test sessions (lab)
- Creating interactive prototypes
- Analysing the findings

01/2007 – 07/2007 **UI Design and Development**

Ticketsonyourself.com, Melbourne/Australia

- Visual design and development of a t-shirt online shop (HTML / CSS)
- Customising of shop modules (PHP)
- Setting up production system

07/2004 – 09/2006 **Interaction Designer** (permanent position)

Conject AG, Munich/Germany

- Requirements analyses
- Creating information-architectures, wireframes, prototypes and visual designs
- Introduction of new methods to establish user-centered design within the company e.g. adopting the personae concept
- Close collaboration with the international development to implement designs (using agile processes)

## EDUCATION

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1999 – 2004

**Student of Digital Media, Diploma in computer science**

University of Applied Sciences Kaiserslautern/Germany  
(Grade 2.4 – “good”)

1989 – 1998

**Abitur**

Max-Planck Gymnasium, Ruesselsheim/Germany  
(Grade 2.4 – “good”)

**QUALIFICATIONS**

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- Languages
- German (native)
  - English (fluent, written and spoken)
  - French (basic knowledge)
- UX Methods
- Customer Journey Mapping
  - Personas, Szenarien, Storyboards
  - Wireframes, Mockups, Prototyping (Low-fi, Hi-fi)
  - UX Research Methoden u.a. Interviews, Umfragen, Usability Testing, Contextual Inquiries, Tagebuchstudien, Co-Design Sessions
- Tools
- Axure RP
  - Adobe Photoshop, Illustrator, Acrobat
  - Microsoft Office, Visio, SharePoint
  - TechSmith Camtasia and Morae, Silverback
  - HTML, CSS, Javascript, PHP, Java
  - Online Shopping Systems: Magento and xt-commerce
- Professional development
- Certified Usability Analyst™, Human Factors International (02/2009). Including the following courses:
    - User-Centered Analysis and Conceptual Design
    - Putting Research into Practice
    - The Science and Art of Effective Web and Application Design
  - Design for Persuasion, Emotion, and Trust (PET Design™)™, Human Factors International (02/2009)
  - “Effective Layout and Design” Course, The Hiser Group (03/2007)

Rüsselsheim, 31<sup>th</sup> July 2015



Anke Werschnik