

# Anna Ding

## User Experience Designer | UX/UI Designer

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## Experience

CX Analyst - McorpCX | San Francisco, CA | Mar '24 - Aug '25

- Advised clients across technology, healthcare, insurance, and financial sectors, shaping customer-centric strategies, strengthening customer loyalty, and embedding a culture of experience-led design across organizations.
- Coordinated and executed qualitative and quantitative research (focus groups, surveys, video feedback) using tools such as Digsite, Qualtrics, and Voxpopme to capture customer perspectives and voice-of-business insights.
- Compiled research findings with Otter.ai, Dovetail, Mural, and Journey Track, translating data into compelling visual narratives, personas, journey maps, ecosystem maps, and actionable insights for stakeholders.
- Facilitated cross-functional workshops to co-create solutions, prioritize opportunities, and guide strategies for measurable customer experience improvements.

UX Researcher - Spreadsheet.com | San Francisco, CA | Oct '21 - Mar '23

- Conducted market research on and prototyped dashboards, onboarding, forms, and CRM functionalities to guide upcoming feature updates.
- Built over 125 templates in the template gallery spanning diverse categories, easing adaptation and growing organic traffic and leads by 5 times from 20k visitor per month to 100k.
- Lead usability testing to dissect and scrutinize user workflows and drive iterative improvements across the main website and the onboarding processes.
- Cultivated a strong sense of community and collaboration among remote team members through hosting dynamic social channels, social meetings, and interactive online events.

## Education

Purdue University | West Lafayette, IN | Aug '17 - May '21

- B.S in User Experience Design - Graduated in May 2021
- Minors in Communication and Psychology
- Certificates for Entrepreneurship & Collaborative Leadership

## Tools

### Design

Figma, Axure, InVision, JourneyTrack, Mural, Adobe Illustrator/Photoshop, HTML/CSS, PowerPoint

### Research

Dovetail, Otter.ai, Digsite, Qualtrics, Voxpopme, UserTesting.com, Userbrain, Agile/Scrum, Hotjar, Excel

## Skills

### Design & Prototyping

Sketching and Illustration, Wireframing, Prototyping, Storyboarding, Information Architecture, Interaction Design, User Interface (UI) Design, Design Systems, Web Design

### Research & Analysis

User Research, Usability Testing, Survey, Interview, Competitive Analysis, Multivariate Testing, User Journey Mapping, Ecosystem Mapping, Persona Creation, Task Flows, Heuristic Evaluation

### General

User-Centered Design (UCD), Design Thinking, Collaboration, Problem Solving, Time Management, Communication