

Addison Pann

Product Designer

Seattle, WA

(425) 238-4625

[Design Portfolio](#)

[LinkedIn Profile](#)

SUMMARY

Product designer specializing in content-heavy, multi-stakeholder systems; CMS architecture, information architecture, and WCAG-compliant responsive design. UW Interactive Media Design grad (4.0 GPA) with a track record of turning ambiguous, evolving requirements into maintainable design systems.

PROFESSIONAL EXPERIENCE

Product Designer (Contract)

Washington Brewers Guild | Seattle, WA

January 2026 – May 2026

- Redesigned and shipped the Washington Brewers Guild website, migrating from WordPress to Webflow and modernizing the org's digital presence end-to-end.
- Architected a scalable CMS structure for events, educational programs, and membership content, cutting the time staff need to publish new content.
- Restructured navigation and content hierarchy, reducing average click-depth to key pages and making information faster to scan.
- Partnered directly with nonprofit stakeholders to translate shifting requirements into maintainable, build-ready solutions across desktop and mobile.

Product Designer (Intern)

Green Slate Landscape Construction | Monroe, WA

June 2023 – September 2023

- Rebuilt a \$3M+ construction firm's website end-to-end, creating a responsive, WCAG-compliant product aligned with changing business goals.
- Led usability testing and transformed user feedback into simpler navigation and clearer user flows.
- Designed scalable layouts and content structures that improved consistency and information clarity.

Front-of-House Supervisor

Duke's Seafood | Seattle, WA

September 2018 – Present

- Promoted three times in 18 months by anticipating customer needs and strengthening communication in a high-volume environment.

DESIGN PROFICIENCIES

Client and stakeholder collaboration

User research and usability testing

Information architecture and content strategy

Responsive design and accessibility (WCAG 2.2)

Design systems and scalable workflows

Problem solving in ambiguous environments

TOOLS & APPLICATIONS

Figma

Webflow

HTML/CSS

Adobe Creative Suite

Slack, Trello, Miro

EDUCATION

University of Washington

Bachelor of Arts in Interactive Media Design

June 2024

Bothell, WA

- Cumulative 4.0 GPA
- Dean's List