

# Addison Pann

## Product Designer

Seattle, WA

(425) 238-4625

[Design Portfolio](#)

[LinkedIn Profile](#)

### SUMMARY

Product designer with a human-centered design foundation (UW Interactive Media Design, 4.0 GPA), focused on turning ambiguous, evolving requirements into clear, usable systems. Experience spans the full design process, including user research, information architecture, wireframing, prototyping, and usability testing, with a track record of shipping accessible, WCAG-compliant responsive products for real stakeholders.

### PROFESSIONAL EXPERIENCE

#### Product Designer (Contract)

Washington Brewers Guild | Seattle, WA

January 2026 – May 2026

- Led end-to-end redesign of the organization's website, migrating from WordPress to Webflow and modernizing its digital presence.
- Designed a scalable CMS and information architecture for events, education programs, and membership content, reducing staff publishing time.
- Restructured navigation and content hierarchy, reducing click-depth to key pages and making information faster to find.
- Ran stakeholder interviews and translated shifting nonprofit requirements into build-ready wireframes and prototypes 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 evolving business goals.
- Planned and led usability testing sessions, translating user feedback into simplified navigation and clearer user flows.
- Designed scalable page layouts and content structures, improving consistency and information clarity across the site.

#### Front-of-House Supervisor

Duke's Seafood | Seattle, WA

September 2018 – Present

- Promoted three times in 18 months for reading customer needs quickly and communicating clearly across a high-volume, fast-changing environment.

### DESIGN PROFICIENCIES

User research and usability testing

Wireframing and prototyping across fidelity levels

Information architecture and content strategy

User flows and journey mapping

Responsive design and accessibility (WCAG 2.2)

Design systems and scalable workflows

### 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

- Cumulative 4.0 GPA
- Dean's List