

# Annmarie Austin

## UX/UI Designer & Webflow Developer



annmariehaustin@gmail.com



annmarieaustin.webflow.io



linkedin.com/in/annmarieaustin1

With a background in leadership, sales, and customer experience, I specialize in crafting seamless digital experiences that align user needs with business goals. My time managing large teams at Apple sharpened my strategic thinking and process optimization skills, while my analytical mindset fuels a passion for intuitive, user-centered design.

### PROFESSIONAL EXPERIENCE

#### UX/UI Designer & Webflow Developer, Freelance

2024-PRESENT

- From concept to launch, I elevate business' online presence by designing and developing websites with a user-centered approach, creating seamless experiences that reflect their brand and drive success.

#### Lead, Apple

2021-2024

- Managed a team of 100+ members, streamlining store operations and optimizing workflows to meet evolving business needs.
- Collaborated with Leadership to analyze sales metrics and implement targeted training initiatives that drove performance.

#### Training Lead

2021

- Facilitated onboarding programs for team members across all experience levels, tailoring my approach to diverse learning styles and effectively addressing individual learning needs.

#### Specialist, Apple

2017-2021

- Delivered exceptional customer service by understanding individual needs, proposing tailored solutions, and guiding customers through product setup—all while demonstrating technical expertise and adaptability in a fast-paced, ever-evolving environment.

#### Assistant Tutoring Coordinator, AMS of UBC Vancouver

2018-2019

- Managed a 30-member tutoring service team, overseeing recruitment and professional development.

### SKILLS

#### Design & Development

User flow, sketching, wireframing, prototyping, interaction design, mobile and web design, responsive design, informational architecture

#### Research

User research and strategy, usability testing, user interviews, personas, competitive analysis

#### Software

Webflow, Figma, Framer, Adobe XD, Photoshop, Procreate, Asana, Google & Office Suite

### EDUCATION

#### UX Design Professional Certificate

Google | 2023

#### Project Management Certificate

Google | 2023

#### UI/UX Design Diploma

British Columbia Institute of Tech | 2022

#### BSc (Hons) Applied Animal Biology

University of British Columbia | 2020