

# Annmarie Austin

## UX/UI Designer & Webflow Developer

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With a background in leadership, sales, and customer experience, I specialize in crafting seamless digital experiences that align user needs with business goals. My seven years at Apple included facilitating onboarding programs for large groups of new hires and managing cross-functional teams, sharpening my strategic thinking and process optimization skills. Now as a freelance UX/UI Designer and Webflow Developer, 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 daily operations for a high-volume Apple Store, coordinating workflows across teams of 100+ to ensure operational excellence.
- Led cross-functional initiatives with sales, support, and operations teams to streamline processes and achieve revenue targets.
- Created systems that optimized internal team efficiency while delivering seamless customer experiences.
- Analyzed performance metrics and partnered with Leadership to implement improvements and maintain service standards.

#### Training Lead

2021

- Delivered onboarding programs through live and virtual sessions for large groups, ensuring alignment with company culture and role expectations.
- Enabled new hire success by adapting to diverse learning styles and providing ongoing support for sales performance.
- Collaborated cross-functionally to ensure smooth role transitions and provide access to necessary resources.
- Fostered engagement through continuous touch points while balancing team development and customer experience priorities.

### 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