

# ANNA BROUSSARD- JOHNSON

annajohnson.design  
akb020@gmail.com  
985.773.2233

## Education

Louisiana Tech University  
BFA Communication Design  
Minor in Marketing  
August 2008–May 2012

## Skills

Visual Design  
Usability Testing  
User Surveys  
HTML/CSS

## Tools

Figma  
Adobe XD  
Adobe CC  
Bootstrap  
Wordpress  
Jira

## Freelance Current

I develop compelling brand identities, web and social presences, as well as print and environmental designs for a variety of clients and industries like education, healthcare, and non-profit work.

## Leviton August 2019– July 2021

### Lead User Experience Designer

- Led redesign of 'My Leviton,' the company's flagship application that allowed over 300K users to manage residential IoT lighting controls from anywhere. Improved key user interactions like device enrollment, lighting schedules, and scenes. As a result, raised the app's user ratings from 3.7 to 4.4 average in the Google Play and App Store.
- Supervised and mentored a junior UX designer, providing guidance and oversight in alignment with project objectives.
- Collaborated with marketing to concept, write, and code emails for the My Leviton brand.

## Smashing Boxes August 2017– July 2019

### User Experience Designer

- Collaborated with engineers and project managers to produce digital products and services for humans and their real-world needs. Outputs included user task flows, wire frames, style guides, and prototypes.
- Contributed to user research by conducting card sort exercises, producing interview scripts, facilitating user interviews, and analyzing and synthesizing interview findings.
- Assisted the UX Director in facilitating design discovery and thinking workshops with clients.
- Contributed significant front-end development work on several projects throughout my tenure.

## Zehnder October 2014– July 2017

### Interactive Designer

- Worked closely with developers, project managers and art directors across departments to create information architecture, wireframes, style guides, and hi-fidelity layouts for client websites and applications in industries like tourism, healthcare, banking, and dining.

## Mad Genius July 2012– October 2014

### Interactive Designer

- Worked with creative directors and developers to create style guides, robust icon systems, and high-fidelity page layouts for responsive web projects.
- Supported the social media director in the creation of Facebook ad campaigns for both local and regional clients.
- Supplemented the creative team, as needed, serving as art director on several logo designs, as well as photo shoots.