

# ANNA BROUSSARD- JOHNSON

annajohnson.design  
akb020@gmail.com  
985.773.2233

## Education

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

## Skills

Visual Design  
Usability Testing  
User Surveys  
HTML/CSS

## Tools

Figma  
Google Analytics  
Dovetail  
Useberry  
Adobe XD  
Adobe CC  
Jira  
Wordpress  
Bootstrap

## Leviton

### Senior User Experience Designer

October 2023–Present

### User Experience Designer

August 2019–July 2021

- Direct all research and design initiatives for 'My Leviton,' the company's flagship app that enables over 1 million users to manage Wi-Fi connected lighting controls.
- Enhanced key interactions, including device enrollment and lighting schedules, resulting in ratings rising from a 3.7 to 4.4 average across the App and Google Play Stores.
- Monitor customer feedback streams and collaborate with stakeholders and developers to prioritize and implement high-impact improvements.
- 2 years experience managing and mentoring associate designers, overseeing outputs.

## Smashing Boxes

August 2017–  
July 2019

### User Experience Designer

- Partnered with engineers and project managers to produce digital products and services, spanning multiple clients and industries. Outputs included user task flows, wire frames, style guides, and prototypes.
- Contributed to user research by conducting card sorting exercises, producing interview scripts, facilitating 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

- Collaborated 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.