



ANNA KHRAKOVSKY

UX/UI/Visual
San Francisco, CA

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WorldPantry.com UX/Visual Designer

Sep. 2014 – Present

I work closely with the entire Marketing and Engineering teams to design 90+ mobile and desktop web stores that achieve seamless brand experience and optimize for ecommerce. I have developed creative solutions for design and usability challenges for our brand partners and stakeholders. Internally, I establish and communicate design standards and best practices to be enforced by my team.

Establish and uphold design standards for our internal Design and Production team

Web Design Lead: mockup redesigns and new stores for over 90 brands

UX/UI Designer: wireframing and developing prototypes for new initiatives and functionality

QA Lead: developed internal QA processes and best practices, and trained others on it

Previous Position: Graphic Designer

Designed and coded html promotional newsletters

Prepared new products to go on site - product photography, retouching and photoshop

Designed graphic elements for sites, promotional ads, and flyers for sampling programs

Heavily involved in user testing and reporting

Freelance Designer

April 2015 – Present

Interaction/Visual/Graphic Design

I assist entrepreneurs and small businesses in UX/UI, interaction, web design, and branding. Projects have ranged from logo design to mobile app interface and interaction design. I help determine areas of improvement, and recommend efficient and cost effective solutions. In the past this has included designing mockups, prototypes, logos, color/type/icon systems, and at times even a wedding seating chart and handwritten place cards.

Education

Bachelor of Arts, Graphic Design 2014

San Diego State University

Expertise

Visual Design
Graphic Design
Web Design
Branding & Identity

UI/UX
Prototyping
Wireframing
Interaction Design

CSS/HTML
E-commerce
Email Marketing
Image Manipulation

Tools

Photoshop
Illustrator
InVision
Sketch