

# CAT ANDERSON

UX WRITER/RESEARCHER

**contact:** (207) 852-3391 | cfanders@gmail.com | **portfolio:** cat-anderson.com

## SKILLS

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- + Design thinking/process
- + Ethnographic methods
- + Sketch/InVision/Adobe XD
- + Content strategy
- + Branding/marketing
- + Information architecture
- + User/stakeholder interviews
- + Contextual inquiries
- + Persona creation
- + User stories/storyboards
- + User testing
- + User flows/affinity mapping
- + Wire framing/mock ups
- + Rapid prototyping/MVPs
- + Qual/quant data analysis
- + Writing/editing
- + Public presentation

## EDUCATION

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### UNIVERSITY OF MAINE

#### B.A. IN ANTHROPOLOGY

Summa cum laude | Phi Beta Kappa

### SYRACUSE UNIVERSITY

Completed coursework for the anthropology Ph.D program.

## LANGUAGES

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- Italian (native speaker)
- French (intermediate)
- Spanish (intermediate)

## EXPERIENCE

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### UX WRITER, AP INTEGO INSURANCE GROUP

WALTHAM, MA • 12/2017-PRESENT

- Responsible for designing and executing UX research projects that inform company design and content strategy.
- Responsible for all written content, and developing a content style guide as part of the overall company design system and brand strategy.
- Extensive experience in making complex forms and processes more comprehensible and digestible for our small business users.

### CONTRACT UX DESIGNER, ARX URBAN

BOSTON • 7/2017-10/2017

- Used UX design principles and methods to redesign company logo, website, and copy to better reflect the unique brand identity of this boutique Boston real estate investment firm.

### UX DESIGN STUDENT, GENERAL ASSEMBLY

BOSTON • 5/2017-8/2017

- **Project-based immersive course in UX design**
- 10-week, 400-hour course on UX design research, process, and principles. Completed 5 end-to-end projects, including a capstone project working with a real client company.

### MARKETING DIRECTOR, STRAW STRAWS

BOSTON • 2016-2017

- Responsible for brand strategy, communications, copy writing, social media, business plan, and outreach for this small eco-startup.