

Addison Pann

UX Designer

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[LinkedIn Profile](#)

PROFESSIONAL EXPERIENCE

UX Designer & Researcher

Self-Employed | Seattle, WA

June 2023 – Present

- **User-Centric Website Redesign for Green Slate Landscape Construction:**
 - Led a strategic digital overhaul, translating business goals for premium clientele into a redesign that attracts high-end projects.
 - Successfully adjusted the portfolio presentation to align with the company's shift towards larger, more sophisticated, and bespoke projects.
- **Iterative UX Research and User Testing:**
 - Facilitated a human-centered redesign, incorporating insights from extensive user research, competitor analyses, and heuristic evaluations.
 - Conducted iterative user testing with 10 participants, refining information architecture, homepage clarity, and integrating a dedicated Services section.
 - Delivered a final design that strikes a harmonious balance between user preferences and business objectives.
- **Accessibility-Driven Implementation:**
 - Ensured WCAG compliance for inclusive usability across devices through key accessibility practices like alt text, color contrast, and logical focus order.
 - Performed comprehensive testing for mobile responsiveness, performance optimization, and cross-browser compatibility.

Bartender & Server

Duke's Seafood | Seattle, WA

September 2018 – Present

- Promoted three times in 18 months for delivering exceptional interpersonal skills, innately understanding guest needs, and personalizing their experiences.
- Effectively adjusted service approach based on guest moods and ensured seamless operation during peak periods, demonstrating adaptability.
- Managed multiple tasks simultaneously, prioritizing efficient and attentive service for large numbers of customers, showcasing prioritization skills.

Career Center Director & Alumni Relations Coordinator

Hotel California by the Sea | Bellevue, WA

February 2017 – September 2019

- Founded and directed a Career Center, empowering addiction recovery clients with vital job interview skills, leading to over a dozen successful employments.
- Generated compelling branding and marketing materials for a team of 50+, distributed across various channels, including social media, web, and print.

SKILLS

User Experience Design
User Interface Design
WCAG Compliance
Rapid Prototyping
Journey Mapping
Graphic Design
UX Research
Wireframing
HTML/CSS

APPLICATIONS

Adobe Creative Suite
Figma
Illustrator
Photoshop
InDesign
Adobe XD
Premiere

EDUCATION

University of Washington

Bachelor of Arts in
Interactive Media Design

June 2024

Bothell, WA

- Cumulative 4.0 GPA
- Dean's List

Shoreline Community College

Associate of Arts

December 2021

Shoreline, WA

- Cumulative 4.0 GPA