

Annette Ruchala UX/UI Designer



annetteruchala.com | hi@annetteruchala.com | 847-791-0270 | [Linkedin](#)

WORK HISTORY

Lead UX/UI Designer, Creative Director

2011 – Present

Self-Employed (Freelance)

Led diverse, cross-functional projects, from: brand launches, website redesigns, and digital marketing strategies for a variety of clients, from local businesses to national nonprofits.

Worked with the clients to understand product needs and iterating design based on business requirements, market feedback, technology constraints, and user testing analysis.

Responsible for visualizing ideas, designing supporting assets, art direction, creative project management, user research, usability testing, and UX competitive analysis.

Conceptualized and designed web and mobile sites, according to brand style standards, creating interactive user-centered designs, delivering innovative concepts, wireframes, low and high fidelity prototypes, and engaging user experiences.

Delivered a wide variety marketing material - including brand identity, websites & landing pages, mobile apps, emails, social media posts, banner ads, and more - to clients spanning different industries.

Senior UX/UI Designer, Front-End Developer

2012 – 2022

Smartbomb Creative Studio (Freelance)

Developed complex websites for clients from scratch including determining client needs, designing architecture and delivering on time and to budget.

Balanced numerous projects at once for multiple accounts with varying requirements.

Created interaction strategies that helped developing navigation and flow, by organizing content, and advocating for the needs and goals of real users.

Provided sketch ideations, designed wireframes, interactive prototypes, and high-fidelity designs, detailed specs and front-end code.

Planned and proposed innovative solutions for web-based experience.

Assisted on a wide range of projects for clients in various industries including finance, technology, healthcare, retail, and media.

Lead Visual & UX/UI Designer

Jan 2020 – May 2020

Orion Photo Group (Freelance)

Worked closely with the Marketing Director as the creative lead on re-designing the company's website through research, ideation, detailed design and delivery with an emphasis on rapid prototyping, frequent validation with end users, and creatively approaching constraints.

Developed high-fidelity screens, mockups, prototypes, and a comprehensive style guide, based on stakeholder requests and end-user feedback.

Applied a mobile-first approach with a user-centered design thinking, and applying design psychology principles for a complete, and a pleasing user experience.

Delivered an interactive website by redefining navigation, information architecture, and content.

Ensured smooth developer hand-off by utilizing design and collaboration tools such as Sketch and Invision.

Web Design & Content Specialist, Creative Marketing Design Lead

Oct 2015 – May 2016

Better Business Bureau

Designed and developed web pages and interactive marketing materials, such as: banner ads, landing pages, online promotions, and other marketing materials.

Developed print and web marketing and branding/design efforts for B2C and B2B, including: direct mail, brochures, web content, flyers, newsletters, digital identity solutions, and email marketing campaigns, among other projects.

Maintained website appearance, according to company content and display standards.

Managed website content and design via the CMS backend.

SKILLS

UX/UI Design | Mobile & App Design | Responsive Design | User Experience Research & Concepting | Design Strategy | Collaboration & Communication Wireframing & Prototyping | Visual Design | Branding/Identity | Creative Direction

TOOLS

Sketch | Figma | InVision | Photoshop | Illustrator | Indesign | Adobe XD