

ANNIE HOCH-SOUTH

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EXPERIENCE + PROJECTS

Therajourney

JAN 2021 - JUN 2021 | bit.ly/therajourney

- Collaborated on a team of four to conduct 16 user interviews, user research, competitive analysis, and concept testing
- Created wireframes, user flows, sitemap, and low and high-fidelity prototypes following information architecture
- Designed UI, visual design, styleguide, and brand identity

Sound Generations

JUL 2019 - DEC 2020 | DIGITAL COMMUNICATIONS SPECIALIST

- Redesigned the company's main website, taking into account user base, stakeholders, branding, accessibility, and responsive design
- Designed and produced images, graphics, videos and print materials for the marketing team
- Created monthly newsletters and annual reports
- Managed, grew, and reported on all social media accounts for the organization

PNW Podcast Co.

OCT 2020 | bit.ly/PNWPodcastCo

- Designed the brand and UI for a mock company
- Created icons and branded assets
- Prototyped desktop and mobile browsers for landing page and podcast page

Historic Routes Mobile App

JAN 2019 - MAY 2019 | bit.ly/HistoricRoutes

- Researched, storyboarded, and developed interactive content for a mobile walking app
- Drafted animated content for stakeholder previews
- Collaborated with engineers and designers to transition concepts to working models
- Presented final product to client

EDUCATION

Washington State University

AUG 2017 - MAY 2019, VANCOUVER

B.A. in Digital Technology & Culture
Minor in Communications
Magna Cum Laude, 3.75 GPA

University of Washington

JAN 2021 - JUN 2021, SEATTLE

Certificate in UX & Visual Interface Design

SKILLS

Design

User Research
User Interface
Usability Design
Web Design
Mobile Design
Graphic Design
Wireframing
Prototyping
Video Editing
Motion Graphics

Software

Photoshop
Illustrator
InDesign
Premiere Pro
After Effects
Adobe XD
Figma
Overflow
Mural
InVision

Coding

HTML5
CSS3
Javascript
jQuery

Other

Office 365
G Suite
Google Analytics
Wordpress
Digital Marketing
SEO
Social Media