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Ann Thomsen

Portfolio | annthomsen.co.uk/allwork

Passcode: popcorn

SUMMARY

A skilled Senior Product Designer with product management experience.

Experience with ads management using tools like Amazon PPC and Meta Ads Manager.

Sound understanding of several programming languages and have experience in front-end development.

SKILLS

Product Design
Design System
User Research
Visual Design
Branding
Illustration Design
Product Management
Mentoring

Html/CSS/ Basic Functional Programming

Tools

Meta Ads Manager, Amazon PPC, Figma, Axure, Sketch, Adobe XD, Photoshop, Illustration, HotJar, Google Analytics, Miro, GitHub, Jira, Storybook

Languages

English, Danish, Mandarin

EDUCATION

Glasgow Caledonian University

Professional Diploma, UX Design

University of Edinburgh

Master of Art, Illustration/Graphic Design

EXPERIENCE

Team Lead Product Designer

Expedia • Jul.2022– Now

- Launched experience for a new rewards program ([OneKey](#)) across 7 Expedia brands in the US, the UK and multiple other countries. **My team and I created end to end design for customers, partners (hotels and airlines, etc.) and banks (to deliver credit card products).**
- **Run workshops & peer reviews**, to improve best practices, define MVP, and **mentor designers**.
- **Work actively with data**, customer success and other teams across product & technology.
- As the lead designer in the **core delivery team**, I regularly create buildable and user centric designs in a short period of time.
- Collaborate with the **design system** team to introduce new components for the account management hub.

Lead Product Designer

Hackworth Ltd. • Dec.2020– Jul. 2022

- Drive and execute product design from **strategy, concepts to detailed UX/UI designs for build**. Also support **front-end development**.
- Fully responsible for the product's user experience **with accessibility and intuitiveness of key importance**. The product is an interactive programming learning environment rooted in **functional programming principles**.
- Lead **usability tests** and **HCI research** and design the visualisation of program execution.
- Run workshops to **help the team define visions and features**.

Ecommerce Experience Team Lead Designer

Bosideng Retail Ltd. • Dec.2019– Dec.2020

- Completed end to end UX optimisation of the official website (Mobile and Desktop) **resulting in a more usable interface, clearer navigation, reduced bounce rate of 30.8% and increased session duration by 128%.**
- Created wireframes, detailed visual designs and interactive prototypes to demonstrate thinking processes to key stakeholders.
- Ongoing performance monitoring and data analysis to improve the online shopping experience. Including ads management.



THOMSEN.ANN4@GMAIL.COM



07751859345



EDINBURGH/LONDON