

DEANNA SAND

User Experience and Product Designer

CONTACT

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SOFTWARE PROFICIENCIES

- Adobe CC
- Figma
- Unbounce
- Trello
- Instapage
- Miro
- HotJar
- InVision
- Wordpress
- Wix

SKILLS

- CSS/HTML ●●●●●●●●
- Copywriting ●●●●●●●●
- Wireframing ●●●●●●●●
- Research ●●●●●●●●
- Collaboration ●●●●●●●●
- Design ●●●●●●●●
- Project Management ●●●●●●●●

LANGUAGES

- English ●●●●●●●●
- Spanish ●●●●●●●●

EDUCATION

- 2014** Florida State University
BSc information, Communication, and Technology
- 2017** 3.9 GPA | Graduated Summa Cum Laude

WORK EXPERIENCE

Capital One Finance | 2021 - Present

Senior UI/UX Designer | Senior Product Designer

- Utilize design thinking principles to create a cohesive, user-centric experience across the small business segment of capitalone.com
- Manage the relationship between product, tech, and design to constantly iterate and ideate on the site, ensuring customers and prospects can find exactly what they need with ease
- Conduct user testing, research, and feedback surveys to uncover customer needs, frustrations, and gaps that can be filled with intuitive design
- Collaborate with the enterprise design team to iterate on and create new components for all lines of business within our set design system

Gartner, Inc. | 2017 - 2021

Team Lead, Design

- Designed high-converting landing pages for current and prospective clients while ensuring quality deliverables from a team of 7 direct reports
- Collaborated with leadership to identify and develop new strategic opportunities
- Oversaw discovery projects end-to-end, identifying actionable insights and objectives
- Managed a pipeline of 80+ projects a month for a team of 14

Designer

- Created conversion-oriented landing pages using UI/UX best practices, resulting in an average of 88.6% increase in conversion rate
- Used qualitative and quantitative sources of data, such as competitive analysis, user research, and iterative testing to guide page design
- Conducted user testing to improve the user experience and increase conversions
- Produced design assets using HTML/CSS and Adobe Creative Cloud

Client Partner

- Mediated strategic discussions with a large portfolio of c-suite clients
- Created marketing materials to advertise internal analyst sessions, events, and more