

ANNIE KOOP

+44 7404 052206 • anniebkoop@gmail.com • anniekoopdesign.com

EXPERIENCE:

UX Designer at WCF Insurance, Mar 2024 - Present

- Designed user-centered features for internal and external digital products in a fast-paced, cross-functional environment.
- Led the UX for a web-based audit tool, improving navigation flows and enabling faster, more accurate claim audit tracking.
- Created scalable components in Figma and WCF's internal design system, enhancing visual and functional consistency across platforms.
- Prioritized efficient collaboration between designers, developers, and stakeholders, balancing high user value with implementation feasibility.

Web Designer at Sweet Science Nutrition, Nov 2023 - Mar 2024

- Spearheaded the full redesign of a client's website using Figma and Webflow, boosting user engagement and aligning the brand with modern UX patterns.
- Improved discoverability through SEO and responsive design, supporting measurable increases in traffic and conversions.
- Built and integrated a launch-ready services page to streamline booking processes and client communications.

Product Designer at Phoebe, May 2023 - Feb 2024

- Conceptualized and prototyped a full-featured language learning app, owning the end-to-end process from user research to interactive high-fidelity design.
- Conducted iterative usability testing with Useberry to validate assumptions and refine design decisions.
- Built a cohesive design system and prototype in Figma, applying agile principles to manage rapid iteration cycles.

Content Writer at Empoword Journalism, Nov 2021 - May 2023

- Wrote SEO-optimized lifestyle and entertainment articles to drive readership growth and engagement.
- Led independent research and interviews to ensure accuracy and relevance of long-form content.
- Maintained high editorial standards in WordPress, from drafting to publishing.

SKILLS:

- **Design & UX:** UX/UI Design, User Experience Design, User Interface Design, Product Design, Design Systems, Responsive Web Design, Inclusive Design, Wireframing, Prototyping, Information Architecture, Task Flows, User Testing, Usability Testing, Iterative Design
- **Tools & Tech Stack:** Figma, Framer, Webflow, Adobe Creative Suite, WordPress, JavaScript, HTML, CSS, Python

→ **Collaboration & Process:** Agile Development, Cross-Functional Teams, Creative Problem Solving, Data-Driven Design

EDUCATION:

Bachelor of Arts, Journalism

Roehampton University • 2023

CERTIFICATIONS:

Google UX Design

Google, Coursera • 2023

Responsive Web Design (HTML5/CSS)

freeCodeCamp • 2024

JavaScript Algorithms & Data Structures

freeCodeCamp • 2024