

Annika Jonsson, UX + Product Designer

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Austin, TX

I specialize in **simplifying the complex** and **crafting thoughtful, problem-solving designs** with experience in both consumer and enterprise software spaces.

WORK EXPERIENCE

Jan 2022 - Current

Sr. UX/Product Designer



Gopuff

Gopuff is an on-demand delivery service app that provides quick delivery of everyday essentials like snacks, beverages, household items, and OTC medications.

As a senior designer on a 14-person team, I work on many impactful projects.

- Redesigned the app sign in/sign up workflow to increased overall signups
- Led an exploratory social media shopping experience pilot program with social influencers
- Consistently made new improvements to the Gopuff loyalty program known as FAM to increase engagement
- Led a new tracking feature in the warehouse app to increase order packing quality and speed.

Feb 2020 - Jan 2022

Sr. UX Designer



WAY2B1

Way2B1 is an integrated platform that manages family office processes involving investments, accounting items, projects, tasks, and in-app comms.

As design leader, I brought human-centric, empathetic, and accessible design thinking to the org while curating cross-team collaboration and streamlining processes for product and engineering, as well as influenced key roadmap decisions.

- Designed and shipped a new, improved navigation for one unified experience.
- Championed and led the creation of a design system rooted in scaleable and accessible components alongside lead engineers.
- Led the adoption of data analytics software and successful DAP practices for accurate user sentiment metrics and customer success health.

Jun 2016 - Feb 2022

UX Designer → Sr. UX Designer, Design Ops



Accruent

Accruent is a physical resource management software market leader for 8,000+ organizations worldwide in industries including healthcare, corporate real estate, telecommunications, higher education, and the public sector.

As a lead on a 12-person design team I was responsible for coordinating design projects across multiple product roadmaps, driving cross-departmental operational strategy, organizing research studies, improving design processes, and scaling the global design team.

- Led a tiger team of designers to define and build Accruent's first UX design system.
- Led and contributed to product design improvement projects on multiple cloud products.
- Key team member of a Lean Startup Company-driven product development sprint where we built a new product solution to help customers exponentially reduce healthcare equipment capital investment.

EDUCATION

Aug 2011 - May 2015

Bachelor of Arts, School of Journalism & Mass Communications, Magna Cum Laude



University of South Carolina

Major in Advertising/Visual Communications, Minor in Fine Arts.
Woodrow Wilson Academic Scholar + Swimming scholarships.

2015

UXD Certification



General Assembly

EXTRAS

NCAA Div. 1 Collegiate Student-

Athlete (Swimming)

US Olympic Trials Competitor

Swedish National Champion

SEC Scholastic All-American (4 yrs)

SXSW Film Festival Volunteer