

Anita Hart

Innovative digital product designer with 14+ years experience creating intuitive applications that align with business goals. Known for strategic design management, team leadership, cross-team collaboration, and simplifying complex systems by striving to deeply understand the user's needs.

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Portfolio:
anitajocelynhart.design

EDUCATION

Master of Arts, Interaction and User Experience Design *University of Kansas*

2019

Completed two design innovation team projects for Google UX, which focused on improving data management and imagining a better OAuth user experience. An immersive team study of the U.S. Immigration System produced several solutions to remedy the pain points of the applicants. Thesis research project on advocating for owner's automotive data privacy.

Certificate, Master of Web Design *Johnson County Community College*

2011

Courses included Fireworks, Javascript, PHP, HTML, CSS, SEO, Multimedia.

Bachelor of Arts, Organizational Management *Ashford University*

2008

Studies included team building, organizational change management, and strategic planning. For the capstone project, I chose to explore the subject of effective communication, which is the foundation of every key objective.

EXPERIENCE

Global Payments, TouchNet Information Systems *Senior User Experience Designer - Higher-Ed Platform*

2015 - 2025

Authored comprehensive strategic design plan to support Global Payments major organization transformation initiatives, synthesizing the firm's vision for both the wider design organization and targeted goals for a specific business unit to align the design function to business outcomes.

Provided research and strategic counsel to the Director of Product Strategy to define the company product roadmap and priorities for 2025-2026 based on executive leadership key objectives.

Design Lead for new cashiering application: complex user role

SKILLS

Design Leadership & Strategy.

Interactive & Experience
Design Lead.

Figma Prototyping & Design
System Components.

Journey Mapping.

Usability Testing.

Agile Software Development
Integration with Jira.

Web Accessibility Expertise.

TECH

Software: Figma, Balsamiq, Axure, Adobe XD, Photoshop, Sketch, Google Suite, Microsoft Office, Userlytics, Jira, Confluence, MacOS, Windows.

Web: HTML5, CSS3, SASS, IntelliJ, Eclipse, Github, Bootstrap, Fontawesome, Postman, Javascript, jQuery, Angular.js, React.js.

AWARDS

Victor Papanek Outstanding
Masters of Design Award,
2019.

Global Payments Circle of
Excellence Award, 2018.

management, business operations, and payment workflows to simplify usability for higher-ed financial offices, departments, and students.

Design Lead for eCommerce applications: Major innovative redesign of two tandem applications; a customizable university store platform as well as an admin interface for creating retail content, inventory, taxes, and reporting.

Creation of customer surveys, moderated and unmoderated user tests, data interpretation, solution proposals, and executive summaries.

Initiation of integrating design functions into Agile development sprints, team design reviews and design iteration processes.

Design team lead in creation of design system and wiki documentation.

Design management, defining product requirements, and hands-on integration support for software development.

Championed cross-team collaboration program to foster free-flowing ideas and communication for teams to share the customer's voice.

Insight Global

Web Developer – Sports Fan Application

2015

Web application front-end development, Angular.js, HTML5, CSS3.

Built interactive administrative pages for a complex data-driven application.

Peruvian Connection

Web Production Specialist – eCommerce Sites

2014 - 2015

Web development and production for ecommerce sites using Marketlive Ecommerce Platform, HTML, CSS.

Graphic design software: InDesign, Photoshop, and Fireworks.

Catapult International

Web Developer and Designer – International Shipping Logistics

2012 - 2014

Web development using JSP, HTML5, CSS3, jQuery, Bootstrap, LESS, SVN, PHP, Agile software development, UI design, development, animations, micro interactions, graphic design; photographic and vector illustrations.

Created a systemic process to produce custom branded vertical websites.

International office collaboration and training.

Digital video project management.

Mersoft Corporation

Web Developer and Designer

2011 - 2012

Website planning, UI design, wireframing, coding, SEO analysis, project workflow management, interviewed clients to determine business needs.