

ANNA SELL

UX DESIGNER

EXPERIENCE

Sr. UX Designer

Best Buy

November 2022 - Present - Minneapolis, MN

- Enhance user engagement and ease of use for the "Shop" phase of the customer journey for Best Buy's dot com and app experience
- Led redesign for simple product PDP (product details page) with main goal being to increase Add to Carts and redefine the shopping experience for millions of users every month.
- Own designs for Best Buy product configuration program
 - Designed Apple Watch and PC Gaming configurator experiences with KRs to drive annual revenue to \$20-40M
 - Increased conversion rate ~6% with AW experience
 - Set a foundation with a solution that will be scaled to several other product categories on an entirely new data model

UX Designer

GPS Insight

April 2021 - November 2022 - Scottsdale, AZ

- Led design efforts for a suite of b2b SaaS applications across web and mobile
- Implemented Design Library (figma) for a team that previously had no library or components
- Redesigned legacy platform features that allowed the company to migrate users into a new portal that had opportunity for up-selling
- Integrated recently acquired software functionality into existing solution to offer users a more seamless experience
- Lead projects and features from discovery phase through delivery, working cross functionally with product and engineering

UI/UX Designer

Ritual Wellness

March 2019 - January 2022

- Create user-centered designs to increase online bookings for beauty/wellness professionals

User Experiments/Virtual Coach

Noom Inc

March 2017 - February 2019

- Worked cross-functionally with UX team to pilot weekly experiments testing health coaching protocols and techniques - pioneering innovative ways to increase engagement and merge behavior change with technology



EDUCATION

UX/UI Design, Professional Certificate

University of Minnesota

2020

*Bachelor of Science. Exercise & Wellness,
Health Promotion*

Arizona State University

2014

CONTACT

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TOOLS & TECHNOLOGIES

Figma - auto layout, variants, design libraries

Jira

Slack

Miro

SOCIAL

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