

# ELOISE ANAGNOST

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**SUMMARY** Over ten years of experience in combining creative, analytical, and technical expertise in developing and designing for people in the digital world. Enthusiastic team player who enjoys creative collaboration with others and helping organizations meet their goals.

**CORE COMPETENCIES**

- User experience and heuristic analysis
- Interactive and print design
- Coding for the web using (X)HTML and CSS
- Technical writing

**COMPUTER SKILLS** *Strong Proficiency in:* Adobe Creative Suite: InDesign, Photoshop, Illustrator, Dreamweaver; Balsamiq; JIRA; Microsoft Office: Word, PowerPoint, Excel, Outlook

**RELEVANT EXPERIENCE** **Arbor Research Collaborative for Health** (2015–2018), Ann Arbor, MI  
**Information Services Analyst.** Combined Usability, Business Analysis, and Quality Assurance to support development of data collection applications for observational health studies.

## USABILITY

- Conducted usability heuristic evaluations and made recommendations for improving Arbor Research websites and applications.
- Researched current best practices and reported findings to the development team, project teams, and management to determine best usability options within resource, timeline, and budget constraints.
- Created user interface designs, prototypes, and specifications for recommended changes.

## BUSINESS ANALYSIS

- Executed business analysis activities for new and ongoing software development projects and data analysis products.
- Communicated across a broad spectrum of both technical and non-technical stakeholders such as clinical monitors and technical developers to determine project requirements.
- Analyzed and documented a range of use cases for software development.

## QUALITY ASSURANCE

- Produced test plans and implemented testing activities, including verification that functional and business requirements have been met.
- Documented defects found during testing using the JIRA ticketing system.
- Wrote regression tests for reuse utilizing the JIRA Zephyr test system.
- Worked with the project team to prioritize bug reports and categorize critical errors, defects, scope changes, and enhancements.
- Reproduced and characterized bug reports from outside users.
- Translated business analysis to functional specifications for IT developers and testers.

**Pure Visibility** (2015), Ann Arbor, MI

**User Experience (UX) Specialist – SEO.** Helped clients get found in search results.

- Conducted search engine optimization audits.
- Made actionable recommendations for SEO and usability.
- Implemented technical, onsite, and link building SEO on client websites.
- Created keyword-optimized web content.
- Monitored SEO performance over time for client websites.
- Maintained ongoing client communications and reported on results.

RELEVANT EXPERIENCE (continued) **ForeSee** (2013–2015), Ann Arbor, MI  
**Usability Analyst.** Conducted usability and competitive audits for websites using established heuristics.

- Managed client relationships and projects for the following industries: Government, Nonprofit, Retail, Consumer Goods, Business to Business, Pharmaceutical, Financial, Healthcare, Consumer Packaged Goods, Technology/Electronics, and Utilities.
- Provided tactical and targeted design recommendations for companies, governmental agencies, and nonprofits to increase the usability of their public-facing and secured websites on desktop, tablet, and phone devices.
- Performed in-depth, detailed heuristic evaluations of live sites and prototypes. Used these evaluations to identify implications for enhanced user experiences, and recommended improvements in features, functionalities, and information presentation.
- Conducted competitive usability audits encompassing usability and SWOT analysis.
- Analyzed video records of online user behavior to discover key usability issues.
- Presented analyses and findings to clients, including executive-level partners via video conferencing and detailed written reports.
- Utilized web and customer experience analytics to understand user wants and needs.
- Collaborated with an analytics team to integrate usability findings with customer satisfaction survey data to align usability recommendations with client goals and KPIs.

**ANAGraphics** (1997–2013), Ann Arbor, MI

**Owner, Graphic Designer.** Identified clients' communication needs and requirements, implemented print and web solutions, and coordinated all phases of project completion from conception to final product.

#### WEB CAPABILITIES

- Designed interfaces according to best practices, accessibility, and usability guidelines.
- Coded web page templates to match original design files using HTML and CSS for cross-browser compatibility and progressive enhancement.

#### PRINT CAPABILITIES

Designed and created layouts for a broad range of print materials for various clients.

#### EDUCATION & TRAINING **Professional Certifications**

Washtenaw Community College. Ann Arbor, MI (2010–2011).

- Advanced Web Technology Certificate, User Experience/SEO and Web Analytics, High Honors
- Web Technology Certificate, High Honors

#### **Undergraduate Studies**

Case Western Reserve University. Cleveland, OH. B.S., Art Education  
Cleveland Institute of Art. Cleveland, OH, Art and Design

#### **Professional Training**

Deep Dive Into the Menlo Way. Ann Arbor, MI (2016)

- A five-day workshop combining agile methodology, project management, and high-tech anthropology.