

# Anthony Knaff

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## professional summary

Experienced Associate Director Of User Experience with a demonstrated history of working in the internet & e-commerce industry. Skilled in User Experience Testing, Human-centered Design, Mobile Applications, and Experience Strategy. Strong professional with experience working with global brands and diverse teams.

## skills

- Research & Strategy
- Project Leadership
- User-centered Design
- Heuristic Analysis
- Usability Testing
- Mentor & Team Lead

## education

1999-2003

Bradley University

Peoria, IL

Bachelors

Graphic Design/Multimedia

References available upon request.

## experience

### Gorilla Group - 3 Years

#### Associate Creative Director, UX - Mar 2018 - Present

Collaborating with leadership to help define team methodology and approach to user-centered design, as well as further expand the team's testing and validation capabilities by introducing tools and instructing on their usage. Assisting in business development by participating in initial conversations with existing or potential clients to help establish Gorilla as an informed partner and subject matter expert in the field of User Experience and strategy. Providing guidance and direction on a project level to help define scope and experience strategy, while assisting in deliverables when required.

#### UX Architect - April 2016 - March 2018

Defined and implemented experience strategy on a project to project basis, working with client stakeholders to identify customer demographics and user personas. Developed research initiatives to provide clarity around user behaviors and used data-centered assumptions to provide direction for User Experience deliverables.

### Saggezza - 3 Years

#### UX Lead - November 2014 - April 2016

Worked to develop and maintain processes that instill best practices on a project as well as internal team level. Mentor to colleagues, helping them work toward goals for personal and career-level achievement. Provided guidance toward best practice and UX fundamentals through one-on-one and team review sessions.

#### Senior UX Designer - May 2013 - November 2014

Led UX design for long-term redesign of global ERP system. Facilitated customer success through building and maintaining a user-centered design approach and built up communication around sound UX fundamentals. Acted as resource of knowledge for junior team members, providing guidance through example and review sessions.

### University of Chicago Booth School of Business - 2 years 1 month

#### Designer / UX Lead - May 2011 - May 2013

Worked as lead creative on a multitude of projects ranging from UX Strategy, UI design, annual reports, as well as digital marketing communications.

### Atomic Brands - 3 years 4 months

#### Director of Marketing - February 2008 - May 2011

Worked to establish cohesive brand messaging for Atomic Brand products. This position included packaging design and production as well as web development and print collateral.

### Firefly Mobile - 3 years 8 months

#### Lead Designer - July 2004 - February 2008

Managed the design of print and web material as well as email campaigns. Worked with the software team in UI development as well as with the industrial design team in product development and design.