

Annalyse Tamashiro

Contact

www.annalyse.design

[linkedin.com/in/annalyse](https://www.linkedin.com/in/annalyse)

annalysedesign@gmail.com

808-282-4687

Education

B.A., Psychology,

Colby College, 2012

UX Design Immersive,

General Assembly, 2018

Skills

Design strategy

UX research

Wireframing

Prototyping

Visual design

Design thinking

Information architecture

Workshop facilitation

UX writing

Stakeholder management

Business acumen

Tools

Figma

Sketch

Invision

UserTesting.com

Jira

Design Experience

Drizly (acquired by Uber)

Senior Product Designer, 2022-Present

- Design and strategy for B2C app and web products.
- Lead research efforts around core flows' usability and value to consumers to partner with Product in developing an annual consumer roadmap.
- Completed leadership program. Manages/mentors 1 designer.

Product Designer, 2020-2022

- Responsible for all B2B design; supported 5 squads.
- Updated contact form, **saving support team an estimated 93 hours per month** (reduced contact rate nearly 70% and 95% for cancellation and rescheduling, respectively).
- Redesigned order management tools for liquor stores to streamline workflow and improve service to consumers.
- Built component libraries to increase consistency & efficiency.

Junior Product Designer, 2019-2020

- Worked on 7 products across 3 customers plus internal users.
- Created MVP of brand management portal, **resulting in >10k products linked to the Drizly catalog and >\$70K in GMV in the first 4 months.**
- Helped develop product rebrand.

Freelance UX Designer, 2018

- Contributed to iOS, Android, and web products.

Your Buddy, Inc., 2018

Freelance UX Designer

- Mental wellness app: Translated business needs and user research into high-fidelity designs.

Design Museum Boston, 2018

Freelance UX Designer

- Mentorship program and website: Provided service and product design. Created user flows, journey maps, and user-tested prototype.