



ANNE O'K PIKE

Lead Product Designer and Creative Professional

- 📞 1 (952) 374-8477
- ✉ anne@aokstudios.com
- 📁 www.aokstudios.com
- 📍 Cannon Falls, MN

Expertise

- User Research
- Personas & Archetypes
- Service Blueprints
- Storyboards
- Journey Mapping
- Wireframing
- UI and Visual Design
- Prototyping
- Usability Testing
- Animations & Illustrations

Tools

- Sketch and Figma
- InVision
- Axure RP
- Adobe Photoshop/Illustrator
- Adobe After Effects
- Optimal Workshop

Personal Skills

- Mentoring
- Leadership
- Project Management

Mentoring

UX Design Student Mentor

Springboard.com

Support and mentor 10 to 20 students as they complete their online UX/UI course

Certificates

NNG UX Certification

Nielsen Norman Group 2020

Emerging Leadership Program

UnitedHealth Group 2014

Education

A.A. Computer Art & Animation

Graduated in 1999 at the Art Institute of Minnesota



Present

2020

2018-2020

2017-2018

2010-2016

Work Experiences

Sr. Director of Product & Marketing

Startly

📍 Remote

- Responsible for the product design and marketing launch of Startly, a PSA and ITSM software.
- Analyze user interface paradigms, determine user workflow, create and maintain the style guide, conduct user interviews, and test usability

Lead UX Designer

USAA

📍 Remote

- Identify and design potential solutions to business problems through user research and service blueprints.
- As the interim director, I mentored and guided developing designers within the **USAA Chief Design Office**, providing daily feedback and guidance and supporting their long-term goals.

UX Product Manager

Avionté

📍 Eagan, MN

- Lead the redesign and production of **Avionté Bold**, a SaaS-based staffing software.
- Help define user patterns, recommend improvements, and execute future designs by conducting user research and beta testing

UX/UI Manager

Spok

📍 Eden Prairie, MN

- In my role as manager, I was in charge of user research and product design for **Spok Go**, a cloud-native clinical communication platform
- Understanding and quantifying customers' needs through user interviews, usability testing, and site visits.
- Create wireframes, design prototypes and test them in a hospital or healthcare setting.

Senior UX/UI Designer

Optum Technology

📍 Eden Prairie, MN

- Research and design solutions for **Mayo Clinic's Care Coordinator**, an application designed to reduce hospitalizations.
- Lead the UI and UX design process for **OptumRx's** mobile and tablet apps. In 2015, this app won an international award for best accessibility.
- Lead designer on projects like **Harken Health, Caregiver Portal, Not Me Campaign,** and **ManyStrong.**