Adrianna Wright

UX Researcher & Designer | Atlanta, GA | annacharryse@gmail.com |

SKILLS

- **Research:** User interviews, moderated usability testing, concept evaluation, research plans and success metrics, interview and discussion guides, surveys, qualitative and quantitative analysis, affinity mapping
- **Synthesis and documentation:** Research reports, actionable themes and recommendations, journey and process maps, personas, reusable templates, clean documentation
- **Design:** Information architecture, wireframes, prototyping, visual and responsive web design
- **Collaboration:** Presentations, written summaries, working sessions with product, design, and development; client and participant relationships
- **Tools:** Figma, FigJam, Miro, Notion, Microsoft Office, Google Forms, Typeform; AI tools

EXPERIENCE

Freelance UX Researcher & Designer | Anna Charryse Digital Services, Atlanta, GA *May 2026 – Present*

Cardinal Transit – Healthcare Transportation Web App for Cardinal EMS

- Scoped requirements with the client through a structured intake document to define needs for patients, drivers, and EMS admin staff.
- Mapped end-to-end journeys for three user roles (patient/rider, driver, admin), including role-based data visibility and driver certification requirements.
- Designed accessible booking flows for doctor's appointments, treatments, and home care across wheelchair, passenger van, and stretcher transport, plus pharmacy pickup and delivery.
- Used AI tools (Figma Make) to accelerate concept generation and documented the project for client handoff.

United Roofing LLC – Business Website (unitedroofingllc.com)

- Led end-to-end research and design for a roofing contractor's website built from scratch, from discovery through launch. • Researched customer needs and competitor sites to define site structure, content priorities, and paths to requesting a quote.
- Designed the information architecture, wireframes, and full visual design, with clear calls to action and trust signals for homeowners.
- Built a responsive, mobile-friendly site and delivered the final product to the client.

UX Audit Service – Small Business Clients

- Audit websites to identify friction in navigation, content, and conversion paths, and deliver prioritized recommendations in written proposals.
- Built reusable templates for service packages, proposals, and outreach, plus a tracker to keep concurrent client work organized.

UX Researcher & Designer | Maryland Institute College of Art (Graduate Projects) *Jan 2025 – May 2026*

CipherCat – Digital Privacy App (Sept – Dec 2025)

- Led moderated usability testing evaluating trust, clarity, and discoverability of privacy and security features. • Designed research plans, task flows, and success metrics; analyzed qualitative and quantitative findings to identify usability issues.
- Delivered structured research reports and recommendations, and partnered with design and development in working sessions to iterate flows and Figma prototypes.

Uber Eats – Delivery Details Redesign

- Led discovery research and usability testing with time-sensitive users to uncover confusion around delivery status, ETAs, and driver communication.
- Synthesized findings through affinity mapping into opportunity areas that improved transparency, trust, and user confidence.

Apple Music – "Add to Playlist" Redesign

- Planned and ran moderated usability tests with task scenarios and success criteria for clarity, efficiency, and discoverability.

- Mapped the end-to-end flow to pinpoint friction and translated insights into actionable recommendations and iterated prototypes.

Customer Care Specialist | Globe Life Insurance, Remote *Apr 2025 – Dec 2025*

- Investigated and resolved claims issues in a compliance-sensitive environment, reviewing documentation and account records and applying corrective actions within policy and regulatory requirements.
- Maintained high-volume claims data across multiple proprietary systems with 100% documentation and compliance accuracy.
- Researched root causes of account discrepancies, improving data accuracy and reducing claim processing errors.

UX Researcher & Designer | Avocademy *Jan 2023 – Sept 2023*

AreUQueerYet? – Community and Events App

- Wrote interview guides and conducted user interviews to understand the needs, behaviors, and safety concerns of LGBTQ+ community members, and evaluated early-stage concepts with usability tests.
- Synthesized research into user journeys, personas, and ecosystem maps, and facilitated synthesis in Figma and Miro to align stakeholders.
- Applied inclusive research and accessibility principles to support emotional safety, clarity, and usability.

UX Researcher & Sales Administrator | Direct Auction Sales *Jan 2019 – May 2022* • Collected and analyzed customer feedback across digital and in-person touchpoints to identify usability, messaging, and process gaps in the car-buying journey.

- Interviewed sales staff and customers to map operational workflows and pain points, and translated findings into recommendations that improved website clarity and sales communication.
- Documented patterns in customer behavior, motivation, and trust signals to support data-informed business decisions.

EDUCATION

Master's Degree, UX Design | Maryland Institute College of Art, Baltimore, MD
Bachelor's Degree, Media Entrepreneurship | Georgia State University, Atlanta, GA