



**ANNA VAUGHT**  
PRODUCT DESIGNER

**Accenture • Product Designer** APR 2023 – PRESENT | AUSTIN, TEXAS

TOOLS: FIGMA, SKETCH, ABSTRACT, ADOBE CC

- Designed and launched application providing subsidized internet to over 23 million low-income Americans
- Redesigned Energy.gov's public facing website, used by 4.5 million annually, in 3 months for rapid dev launch
- Built extensive design systems, wireframes and responsive UI adhering to AAA accessibility standards

**FJORD • Product Designer** SEP 2016 – APR 2023 | COPENHAGEN, DENMARK | AUSTIN, TEXAS

TOOLS: FIGMA, SKETCH, ADOBE XD, PHOTOSHOP, ILLUSTRATOR, ADOBE CC, INVISION, ZEPLIN

- Designed UX and UI for Disney, Subway, Wendy's, Prudential, and other Global Fortune 500 clients
- Successfully launched products in sustainability, healthcare, finance, retail, transportation, energy, and banking
- Brainstormed and pitched unique product features and strategy to win client contracts and deliver \$10M+ in revenue
- Collaborated closely with iOS and frontend engineers to hand off pixel-perfect designs and specs

**Health & Injury Claims Management Software • Prudential Insurance**

- Won a \$700 million, 10 year contract, the largest company deal to-date, through innovative product design pitch
- Designed and built a new tool for managing tens of millions of injury claims in an empathetic, human-centered way
- Led design and engineering teams, working nights and weekends, to deliver a functional MVP in 3 months. MVP was presented as the finale of an intense 14 day pitch, outperforming 2 other Fortune 500 agencies to win the contract.

**Savings App • Norwegian Bank**

- Won a \$2 million contract to build out an investing and banking application focused on usability and sustainability
- Became a subject matter expert on savings and investing for bank's Norwegian customer base, taking a human-centered approach to design features for their unique market, building the trust that led to winning the deal
- Led product design team to define features and requirements, set visual direction, and design key feature flows, demystifying the concept of investing and making the switch from saving to investing approachable for new investors

**Vaughts Chocolate • CEO, Founder** JAN 2022 – CURRENT | AUSTIN, TEXAS

- Launched a small-batch premium chocolate bar company, now sold globally throughout the U.S. and Denmark
- In 1st month after launch, raised \$10,000 and sold 450 bars. Grew annual revenue to \$16,000 year-to-date
- Created visual identity, designed packaging, chocolate molds, and website [www.vaughtschocolate.com](http://www.vaughtschocolate.com), try some!
- Defined brand and mission, brand identity, and marketing strategy
- Pitched to retailers to land contracts in dozens of stores, manage customer relationships
- Conducted user research, developed flavors, sourced ingredients, met with manufacturers

**EDUCATION**

**University of Texas • Bachelor of Arts in Studio Art** SEP 2011 – MAY 2015 | AUSTIN, TEXAS

Cum Laude, University Honors, Athletic Director's Honor Roll, Academic All-American, Certificate in Entrepreneurship