

Anna Gibson

aslgibson@gmail.com • 414.801.6465

WORK HISTORY

STORE MANAGER/SALES REP – SPICER BAGS NOVEMBER 2014 – PRESENT
Spicer on 3rd Store

- Manage day-to-day operations at the retail location, including managing social media, working with customers, and inventory tracking
- Discover new wholesale opportunities for locally made, sustainable products

ANALYST/ LEAD UX DESIGNER – CISCO SYSTEMS, INC JULY 2012 – OCTOBER 2014
User Experience Team within Global IT Services

- Using interviews, surveys and personas, iteratively designed and prototyped new processes and interfaces for internal Cisco usage on both desktop and mobile devices
- Clearly and effectively documented and communicated vision to developers and analysts using illustrated storyboards, slide deck presentations, and annotated wireframes
- Conducted usability studies to gather data on various IT products & programs to make specific recommendations to improve their user experience
- Attended industry conferences and meetups to learn about industry best practices
- Led and managed nationwide team of 15 to create new flagship IT service using original research and designs in summer 2013

STUDENT CONSULTANT – POMONA COLLEGE JANUARY 2010 – MAY 2012
Information Technology Services

- Worked with students and faculty to identify, resolve, and document technical issues
- Trained and assisted other student consultants to assure high competency and timely response

INTERN – JUKEBOX TELEVISION JANUARY 2012 – APRIL 2012
Information Technology Services

- Used cutting-edge data management software to track user interaction with site
- Analyzed user trends and made recommendations for optimal feature implementation

RESEARCH ASSISTANT – POMONA COLLEGE May 2010 – September 2011
Claremont Project on Memory & Aging

- Researched, designed and implemented new experiments from theoretical frameworks for publication in national scientific journals
- Programmed and refined Java computer code used to run own and other groups' research testing software

HONORS AND AWARDS

Honored May 2013 with Cisco organization-wide "Learn" Award recognizing accomplishments in developing self and others' skills, commitment to expanding knowledge of UX & latest industry trends, and bringing and communicating industry knowledge back to the team.

Listed as inventor on new enterprise search system, United States Patent Application 13/947586

EDUCATION

BACHELOR OF ARTS – POMONA COLLEGE, Claremont, CA MAY 2012

Linguistics & Cognitive Science, concentrations in Philosophy and Psychology

Thesis: *The Purloined Letter: Theorizing Inattentive Blindness in Older Adults*

Research poster presented at Cognitive Aging Conference 2012, Atlanta GA

ACADEMIC PUBLICATIONS

Graham, E.R., Gibson, A., & Burke, D.M. (2012, April). *What underlies are differences in inattentive blindness? Predictions from models of cognitive aging*. Poster presented at the Cognitive Aging Conference, Atlanta, GA.

Graham, E.R., Gibson, A., & Burke, D.M. (2014). *Age Differences in Inattentive Blindness: Predictions from Models of Cognitive Aging*. Manuscript in preparation.