

# anna massad

◆ art direction | uxui | visual designer ◆

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Hello, you can call me Anna. I'm an award-winning art director based in London. I'm a multidisciplinary designer with extensive knowledge in UX/UI and visual design. I love working in high-impact spaces, ambitious teams and great culture. I'm passionate about solving meaningful problems with solutions that are simple and memorable.

I have 15 years of national and international experience in different creative disciplines such as art direction, brand design, DOOH advertising, experiential, editorial design and UI/UX. I care about culture and I always seek to make authentic relationships with the people I work with.

Some of the recent brands I work with are Starbucks, Mondelez, Netflix, Land Rover, Virgin, Adidas, Diageo, Microsoft and Disney.

## EXPERIENCE

Senior Lead UX/UI designer | Reach PLC | U.K. | 09.2021 - present

- Collaboration with Project Managers in the development of products and in ensuring product integrity across all company titles.
- **Led strategic thinking and using analytics** and other evaluation tools to help measure the impact of design strategies.
- Identified, created and **advocated for the inclusion of accessibility criteria in the new design systems** to ensure ease of access to differently-abled individuals.
- Translating UX wireframes into fully **functional prototypes and final deliverables** and presenting them to the creative team and senior stakeholders in a timely manner, accepting feedback and responding/amending accordingly.
- **Managing and mentoring a team of UI Mid-weight and Junior designers**, ensuring targets and deadlines are met maximising the potential of each member.
- **Overseeing all UI design processes and ensuring that projects are being executed both excellently and efficiently.**
- **Conducting internal meetings with stakeholders** to ensure projects are aligned with business goals and managing workflow for each quarter of the year.
- Proudly taken the **Creative Lead Director role in Diversity&Inclusion.**

Senior Designer/Lead | Liveposter | U.K. | 10.2017 - 09.2021

- Identified opportunity to improve Liveposter's marketing, proactively pitched to senior stakeholders and built a new modern design & responsive website, **increasing business volume by 20%.**
- **Led a small creative team in the UK, as well as internal communications and support between creative teams in the USA, Singapore and Australia.**
- Immaculate client servicing - supporting new business team with pitch design concepts resulting in an increase of **35% in client acquisition** eg. Starbucks, Guinness, Very and Virgin.
- **Client facing & Creative agency meetings** with new business team discussing and understanding clients' needs & directing what's best for an optimum DOOH design.
- **Successfully delivered a 40% sales uplift** for Co-op clients through a 24 week campaign across the UK, reversing declining DOOH spend.

Executive Designer | Bird&Bird | U.K. | 04.2016 - 05.2017

- Design and production of brand identity for the new 12 floor Smart Building in Farringdon, working closely with architects and suppliers to deliver internal building signage and collateral materials.
- **Managing the design department workload with a 17% YoY increase in jobs completed.**
- Collab with Senior designer to refresh Bird&Bird brand and create multiple sub-identities within the firm.
- **Drove an eco-friendly initiative to digitise Bird&Bird marketing, reducing print costs by 10% and increasing online interactions by 22%.**
- Supported the Web design team with **UX/UI guidance for mobile apps**, a 25% development increase compared to the previous year.

## AWARDS

Cannes | Launching campaign | **Gold Lion**  
Clear Channel Awards 2020 | New Approach | Tech Innovation | Data Intelligence | Brand Fame | **Winner on all 4 categories**  
The Drum OOH Awards 2020 | Best Collaborative Campaign during Covid19 | **Winner**  
DMA 2020 | Best OOH Digital Campaign | **Silver & Bronze**  
The Drum OOH Awards 2019 | Best Use of Digital | **Winner**  
The Drum OOH Awards 2018 | Out of Home Campaign | **Winner**  
Clear Channel Planning Awards 2017 | Best use of Creativity | **Winner**

## SKILLS

Art direction  
Editorial design  
Campaign direction  
Branding  
User Research  
Team management  
Client relationship  
Presentations/Storytelling

## LANGUAGES

English | Fluent  
Portuguese | Native  
Spanish | Fluent  
Italian | Intermediate  
Mandarin | Beginner