Annette Arabasz

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Summary

Annette is a Senior UX Developer and Designer with over 15 years of experience creating websites. Passionate about human-centric design and leveraging user research to build thoughtful products.

WORK HISTORY

Principal Front-End Developer & Product Manager | Cake

March 2018 - November 2023

- First front-end developer at an early-stage B2B and B2C startup
- Designed wireframes, prototypes, and user flows in Figma for complex healthcare planning tools
- Conducted qualitative and quantitative research to gain insights into user behavior and inform design decisions
- Coded prototypes, components and design systems using HTML, CSS and JavaScript (React)
- Led an Agile team as Scrum Master, writing detailed technical requirements, directing sprints and managing developer capacity
- Boosted site traffic to 30 million yearly through code optimization, file size reduction, and targeted improvements to SEO

Managing Director of Technology & Front-end Developer | Mad*Pow

February 2012 - February 2018

- Managed the Boston Front-end team, continuing to code alongside my direct reports actively
- Collaborated with UX teams to analyze findings from user research and apply improvements (workshops, card sorting, affinity mapping)
- Attended pitches and played a vital role as the technical SME in securing new contracts
- Coded web experiences for healthcare, government, and fintech clients using HTML, CSS and JavaScript (jQuery)
- Led WCAG/Section 508 accessibility audits

Chapter Founder | Girl Develop It

January 2013 - November 2015

- Built the Boston chapter from the ground up, creating a vibrant community of 2,000 members within two years.
- Provided mentorship and career guidance to women developers

SKILLS

UX Design Tools
- Figma / Figjam
- Adobe XD
- Adobe Photoshop

UX & Research Tools
- UserTesting.com
- Hotjar
- Google Analytics
- A/B testing
- Information Architecture
- Card sorting
- Surveys
- Sketching
- User flows
- Wireframes
- Affinity mapping

Coding Languages & Tools
- HTML
- CSS
- JavaScript
- React JS
- Next JS
- Storybook
- Bootstrap
- Tailwind
- Chakra
- Bootstrap

AI Tools
- ChatGPT
- Otter.ai
- DALL-E

Misc Skills
- Fluent in Polish

navigating the early stages of their careers, facilitating peer code reviews and offering comprehensive job support.
- Organized monthly community meetups and workshops for the Boston tech community

Front-end Developer | [Isobar](#)

February 2011 - February 2012

- Front-end developer for a global advertising agency, developing websites for renowned brands including Motorola and Adidas.
- Coded with HTML, CSS, and JavaScript (jQuery)

EDUCATION

University of Massachusetts Dartmouth
Bachelor of Fine Arts (BFA) in Graphic Design
Minor in Business

CERTIFICATIONS

IBM Enterprise Design Thinking Practitioner
Certified in 2023

Certified Scrum Product Owner (CSPO)
Certified in 2016

SPEAKING & TEACHING

"Responsive Web Design: Building the Real Web 2.0"
UPXA Boston | 2013
Conference presentation with my colleague Nick Snyder ([Link to slide deck](#))

"Intro to Responsive Web Design"

Bentley University | 2018
In-person lecture presented to undergraduate UX students ([Link to slide deck](#))