



ANNA VAUGHT

SENIOR PRODUCT DESIGNER

FJORD • *Product Designer*

SEP 2016 – APR 2023 | COPENHAGEN, DENMARK | AUSTIN, TEXAS

- 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.
- Delivered \$10M+ million in revenue by pitching unique product features and strategy to win client contracts.

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

- Helped win a \$2 million contract to build an investing and banking application focused on usability and sustainability.
- Became a subject matter expert on saving and investing for the bank's Norwegian customer base, pitching product features unique to the Norwegian market, which led to winning the deal.
- Led product design team, defined features and requirements, developed a new visual direction and design system.
- Synthesized research to define key personas, dispel assumptions, and build a successful investing application that made investing approachable for new investors and encouraged the switch from saving to investing.

Accenture • *Product Designer*

APR 2023 – APR 2025 | AUSTIN, TEXAS

- Designed and launched an 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.

Thrivent Financial • *Senior Product Designer*

MAY – OCT 2025 | AUSTIN, TEXAS

- Thrivent is a Fortune 500 financial services organization, managing \$200 billion in assets for 2.3 million clients.
- Led design of new internal software product for financial advisors to open wealth accounts on behalf of clients.
- Launched account opening experience for managed accounts and saw a 22% decrease in time to open an account.

Amazon AWS • *Senior UX Designer*

OCT 2025 - CURRENT | AUSTIN, TEXAS

- Led the launch of the login experience, access, and redirect experiences into the new AWS Partner Central console.
- Designed and planned launch of a new sales feature within AWS Partner Central that helps AWS Partners identify high-value leads using proprietary AWS data. This feature is expected to reduce sales cycle time by 35% at launch.
- Designed and illustrated custom product announcement banners featured on the AWS Marketplace homepage.

Vaughts Chocolate • *CEO, Founder*

JAN 2022 – CURRENT | AUSTIN, TEXAS

- Launched a small-batch premium chocolate bar company, sold throughout the U.S.
- Fundraised \$10,000 within 1st month of launch. Led sales and distribution to grow revenue to \$25,000 annually.
- Designed brand identity and logo, packaging, and website, www.vaughtschocolate.com, try some!

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

Proficient in: Figma, AI, Sketch, Adobe XD, Illustrator, Photoshop, InVision, Zeplin