



Ana Maria Posada

Digital Designer | UI/UX | Web Designer |

Contact

- Vancouver, BC
- hello@anidesignit.com
- +1 (604) 725-1561
- anidesginit.com

Education

Vancouver Film School

Vancouver, BC (2015 – 2016)

- Digital Design Diploma with honours.

Universidad del Valle

Cali, Colombia (2009 – 2014)

- Bachelor's Degree in Social Communication and Journalism.
- Awarded Best Graduate Student.

Skills

Technical Skills

- Figma
- WebFlow
- WordPress
- HTML&CSS
- ChatGPT, Claude
- Adobe Photoshop
- Adobe Illustrator
- Canvas
- Premier Pro
- After Effects
- Lotti animation
- Adobe Audition
- Logic Pro

Interpersonal Skills

- Active listening
- Clear communication
- Creative thinking
- Multitasking
- Problem-solving
- Attention to detail
- Team collaboration

Languages

- English: Fluent
- Spanish: Native

Professional Summary

Digital Designer with 9+ years of experience in web design, UI/UX, and multimedia content. Founder of AniDesignIt, specializing in user-centered websites and brand identities. With a background in Journalism, Ana blends storytelling, strategy, and creativity to craft impactful digital experiences, now integrating AI to elevate her design process.

Professional Experience

Digital & Web Designer

AniDesignIt | Vancouver, BC | April 2024 – Present

- Founded AniDesignIt to help businesses build strong online presences.
- Specialize in creating user-friendly websites and brand identities.
- Lead projects from Figma design to web development.
- Deliver visually appealing, intuitive websites that reflect client goals.
- Provide ongoing support and guidance throughout the design process.

Multimedia Designer & UI/UX Designer

GHG Accounting Services | Vancouver, BC | November 2020 – Present

- Design UI/UX interfaces and digital content for the company's software.
- Create custom illustration assets for presentations and social media.
- Redesign and manage the company website to improve user experience and functionality.
- Design and animate explainer videos for social media and marketing.
- Record and edit interviews and video content for the website, instagram and Vimeo channel.

Production Designer

Electronic Arts Canada | Vancouver, BC | September 2019 – September 2020

- Sourced and cataloged media assets for EA Play digital game distribution platform.
- Assisted in the creation and maintenance of image asset templates for web.
- Optimized images for quality, performance, and size to ensure fast loading on websites.
- Managed team tasks and responsibilities using tools like JIRA, Slack, and Google Docs.

Program/Teaching Assistant & Content Creator

Vancouver Film School | Vancouver, BC | 2017 – 2019

- Customized and created web content for the Digital Design faculty blog on WordPress.
- Assisted students with digital design projects and provided portfolio feedback.
- Supported the program manager and instructors with course delivery and scheduling.
- Photographed student portraits, class group photos, and graduation ceremonies.
- Assisted in organizing Digital Design Program graduation events.