Annmarie Avila

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A dynamic and highly creative design leader with extensive experience in brand and product marketing, creative direction, concept development, user experience design, client retention, digital asset management, team coordination, reducing costs, and collaborating with product leaders. Comprehensive experience in internal and external communication, organization, leadership, teamwork, and collaboration. Ensures adherence to brand and messaging standards. A talented and accomplished designer who delivers effective content to drive growth and exceed goals.

Expertise

- Brand Development
- Product Design
- Interaction & User Experience
- Design Systems
- Design Thinking & Agile Frameworks
- Marketing Strategy
- B2B Markets
- Cross-Functional Team Leadership

Education

The University of Texas at Austin
Bachelor of Fine Arts (BFA),
Studio Art

Experience

DESIGN DIRECTOR OF BRAND & PRODUCT EXPERIENCE | Merative
Jul 2022 - Oct 2023 (1 year 4 months)

Leader of brand and product experience for a billion-dollar data, analytics, and technology partner for the global health industry. Championed user-centric growth and spearheaded organizational business objectives while leading multi-disciplinary design teams; reported to the CMO.

- Led the creation of the brand, brand architecture, brand guidance and design standards for the company. Worked closely with cross functional teams and executive stakeholders to achieve adoption throughout the organization.

- Built and maintained the design system for digital. Established guidance for product design and re-branding. Nurtured UX best practices through cross-product design guild.

- Developed and introduced a workflow to document and optimize the customer lifecycle model across marketing, product, support and sales; Drove UX research, UI design and content marketing improvements.

DESIGN DIRECTOR | IBM
May 2021 - Jul 2022 (1 year 3 months)

Responsible for the UX and creative direction of campaign and product webpages for IBM's core brands, including IBM Cloud and IBM Watson. Managed design operations for the division including agency partners; Reported to the VP of digital marketing.

- Established a diverse team of UX researchers, visual designers, product managers, and marketing leads to drive traffic and optimize engagement of website.

- Supported the development and adoption of the digital design system, Carbon for IBM.com with rigor around research and testing.

DESIGN TEAM LEAD | IBM
Nov 2016 - May 2021 (4 years 6 months)

Led in-house design team responsible for brand expression across marketing initiatives for IBM's AI brand, Watson. Managed the partnership between corporate brand, marketing and executive leadership to execute content and design for various AI experiences.

- Conceptualized and co-created compelling demos for IBM's Watson AI, working closely with the technical lead to enhance understanding of capability.

- Designed the first DDS for websites, setting the foundation for organization-wide digital design consistency and Carbon for IBM.com.

Contact

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Experience (continued)

VISUAL DESIGNER | IBM
Sep 2015 - Nov 2016 (1 year 2 months)

Designed visuals and immersive storytelling experiences for events, social, web, conferences and executive presentations.

- Worked closely with executive leadership and corporate brand team to roll out the brand identity for IBM Watson.

- Created visual libraries to drive consistency and efficiency throughout the organization.

UX/UI DESIGNER | O3 WORLD
May 2013 - Jul 2015 (1 year 2 months)

Designed websites, applications and style guides for financial services, e-commerce, and higher education clients.

- Rigorously adhered to accessibility standards in design, ensuring all digital assets were inclusive and user-friendly for diverse audiences.

- Actively contributed to the agency's internal blog by designing dynamic images, writing, and pushing the internal brand.

MEMBER OF BOARD OF DIRECTORS | THE ARC OF THE CAPITAL AREA
Aug 2023 - Present

Member of the Board of Directors for a non-profit committed to helping Texans with intellectual and developmental disabilities (IDD) and the neurodiverse community.

- Guide strategic decisions providing insightful advice and direction on the organization's marketing efforts and future brand trajectory.

Skills

Creative Direction, Graphic Design, Adobe Photoshop, Adobe InDesign, Figma, Sketch, Jira, UX Design, Wireframing, Keynote, Prototyping, Interaction Design, UX research, Marketo, Usability Testing, CMS Platforms, iOS, Android, Web Design