

Anna Coppola

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A senior and creative user experience professional with a proven record of over 15 years in digital strategy, user research and product design.

Has facilitated strategic, customer-centric decisions and balanced customer and business goals to deliver efficient and engaging digital experience whilst ensuring that key business objectives are met.

Has been successful in helping senior stakeholders to see the world as customers do as well as raising awareness of the importance of User Experience within organisations.

Effective in expanding, managing and developing User Experience teams.

- Digital strategy
- User research and testing
- Leadership and people management
- Product design
- Customer experience
- Senior stakeholder management

THE ECONOMIST

Sept 2010 - Oct 2018

Senior User Experience Architect and Manager

Assisted the Digital Marketing, Circulation and Editorial teams to achieve the acquisition and retention strategy objectives by engaging and retaining customers, converting free readers to paid subscribers and improving the experience people have the moment they subscribe.

- Led all aspects of User Experience on key strategic projects, including the re-design of Economist.com, taking an iterative, collaborative and incremental approach supported by Agile practices.
- Planned and conducted user research studies that addressed both user behaviour and attitudes, using a wide variety of qualitative and quantitative methods.
- Applied research insights, combined with quantifiable metrics, to help the company make strategy decisions and establish a clear vision for digital products. Utilised customer feedback to identify clear set of improvement priorities.
- Optimised customer journeys to deliver improved business performance and customer satisfaction. Generated concepts and content definitions as well as task/process flows and prototypes for complex transactional interfaces in a multi-channel environment.
- Justified Experience Design at stakeholder level and evangelised User Experience best practices across the company.
- Identified the key attributes and core skills to consider in order to expand the User Experience team and hired, oversaw, and developed direct reports.
- Promoted best practices for integrating User Experience methods with Agile and introduced tools and techniques that evolved existing approaches for the User Experience team.

VIRGIN MEDIA

Feb 2008 - Sep 2010

UX Designer/UX Researcher/Information Architect

Responsible for leading User Experience on the re-design of TV, Music and Movie Channels of Virgin Media portal. Planned and executed research activities providing insight on customers

segments and create the foundation of the Virgin Media TV Channel strategy. Responsible for improving the user experience on the e-commerce Accounts & Self-Service features.

- Planned and conducted qualitative, quantitative and ethnographic research, developed and validated user personas.
- Planned, executed and reviewed remote and in-person usability tests.
- Designed process flow diagrams, customer journeys, wireframes and mock-ups.
- Created User Experience roadmaps and coordinated User Experience activities on multiple projects.
- Managed multiple complex 3rd party supplier relationships.
- Raised awareness of Experience Design value among management and product teams with a focus on how to successfully integrate User Experience into Agile development.
- Recruited and managed User Experience resources, responsible for User Experience resource forecasts.

INCISIVE MEDIA

Sept 2006 - Feb 2008

UX Designer/Front-End Developer

Responsible for User Experience Design and Front-End Development of Incisive Media portfolio of market-leading B2B financial magazines.

- Re-designed Investment Week, Risk and Life & Pensions websites within usability and SEO best practices.
- Liaised with senior stakeholders and product owners to uncover the challenges of the transition from print to digital and helped in defining the strategic overview of the digital products.
- Designed targeted solutions for subscribers to be used as part of e-marketing campaigns.

UNIVERSITY OF NAPOLI FEDERICO II, NAPLES, ITALY

Feb 2005 - Feb 2006

UX Designer/Front-End Developer

As part of an E-Learning project sponsored by the European Regional Development Fund, responsible for designing and developing an online AutoCAD course made available to 400 University's students to learn AutoCAD through the use of an applications simulation system.

- Ran the requirements gathering exercise, with regard to user experience and attitudes.
- Planned, designed and developed 60 interactive multimedia modules.
- Planned and conducted both user and system testing.

DOMENICO COTUGNO HOSPITAL, NAPLES, ITALY

Nov 2004 - Nov 2005

UX Designer and Researcher/Front End Developer

Solely responsible for the creation of the Domenico Cotugno Hospital (the referral centre for infectious diseases in South Italy) official website. The website was originally conformed to level Double-A of the W3C Web Content Accessibility Guidelines 1.0 and to the Stanca Act, an Italian law of 2004 that promotes the accessibility of information technology.