



Business & Marketing Consultant

UX Designer

● Portfolio

● LinkedIn

● Open to Remote

Annah Tiffany

Professional Summary

Senior UX Designer with a multidisciplinary background spanning UX design, business consulting, branding, digital transformation, and marketing strategy. Experienced in building UX capability, facilitating stakeholder workshops, and delivering user-centred digital experiences across healthcare, pharmaceutical, sustainability, property, and technology sectors.

Core Skills

- UX Strategy • Graphic Design • User Research
- Customer Journey Mapping • Service Design
- Information Architecture • Wireframing • Prototyping
- Design Systems • Agile

Professional Experience

UX Designer | Ipsen

Mar 2024 – Present

- Established Ipsen's first UX Design function.
- Partner with cross-functional teams and stakeholders.
- Design journeys, wireframes and digital experiences.
- Facilitate UX workshops and champion user-centred design.

UX Designer (Contract) | Profoundly

Nov 2023 – Present

- Lead UX strategy and discovery workshops.
- Create information architecture and wireframes.
- Translate brand strategy into digital experiences.

Business & Marketing Consultant | Formula2GX Digital

Mar 2023 – Jan 2024

- Delivered digital transformation, UX strategy and branding consulting.

Independent Design & Strategy Consultant | Europe

Feb 2020 – Jun 2023

- Delivered UX, branding and digital strategy projects across Europe.

Business & Marketing Consultant (UX) | Reload Consulting

Feb 2016 – Aug 2017

- Conducted UX research, journey mapping, wireframing and stakeholder workshops.

Marketing Executive | Growth Point Capital

2013 – 2015

- Managed integrated marketing campaigns and stakeholder communications.

Marketing Executive | Peet Limited

2012

- Supported multi-brand marketing campaigns and market research.

Education

- Master of Design – Florence Design Academy
- Bachelor of Business & Communications – Bond University
- Diploma of Interior Architecture (Honours)

Professional Certifications

- Google UX Design Professional Certificate
- IBM Introduction to Web Development (HTML, CSS & JavaScript)