

Annie Hughey

anniehughey.com

Technical product designer with 7+ years building enterprise platforms, AI tools, and consumer products. Works close to code using Cursor and AI-assisted workflows, with deep experience across UI/UX design, information architecture, design systems, analytics, and cross-functional collaboration with product, engineering, legal, and data teams. Drawn to mission-driven organizations where integrity, craft, and real-world impact meet.

EXPERIENCE

Nike Lead Analyst & Designer

Sep 2025 - Feb 2026

Embedded analyst and designer within Nike's Halfpipe Data Engineering squad during an enterprise-wide migration from JSON schemas to the modern Clickstream ecosystem, ensuring business continuity across instrumentation, reporting, and AEP activation.

Clickstream Hub: Analytics Explorer

Led design and contributed front-end SvelteKit code for Nike's internal consumer behavior analytics explorer, using Cursor with Databricks and Figma to prototype and ship a searchable catalog across five digital products. Reduced dependency on engineering and GitHub-based schema interpretation, helping product, analytics, business, and marketing teams build trust in Nike's modernized clickstream data.

EY Studio+ Senior Product Designer

Jan 2019 - Aug 2025

End-to-end product & UX design for Fortune 500 clients across enterprise platforms, AI tools, and consumer products, from information architecture and research, through high-fidelity UI, user testing, design systems, engineering handoff and analytics implementation.

Major warehouse retailer, Pharmacy & Prescription Management

Led the design of HIPAA-compliant patient registration, caregiver account management, and prescription pickup authorization flows. Coordinated across product, engineering, legal, compliance, security, and accessibility. Delivered full interaction specs, including edge cases, conditional flows, and empty states, reducing engineering review loops and giving cross-functional teams a single implementation reference.

Fortune 200 consumer products company, Enterprise AI Assistant

Led interaction design for an internal enterprise OpenAI GPT tool in a ~10-week sprint. Designed a context-aware shell with a dynamic pane pairing AI responses with citations, internal sources, and next actions. Delivered 35+ high-fidelity screens with prototypes; design system became the internal reference for AI tool patterns. Product launched and achieved internal adoption within 6 months.

Leading cruise line, Global Hiring & Crew Onboarding Platform

Led UX audit, IA restructuring, and end-to-end redesign of a global crew hiring platform used across multiple continents and languages. Designed candidate readiness flows from application through embarkation and high-volume recruiter management, resulting in 30–40% reduction in recruiter support inquiries, ~25% faster task completion, ~20% improvement in candidate completion rates before deadline.

SKILLS

Design

UX/UI Design
Design Strategy
Design Systems
UX Research & Personas
User Testing
Information Architecture
Prototyping
Design Handoff

Tools

Figma
Cursor
HTML/CSS
Svelte
GitHub
SQL
Databricks
Adobe Analytics
Adobe Experience Manager
Salesforce
Midjourney

Languages

English (native)
Spanish (conversational)

CONTACT

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Global coffeehouse chain, StoreLink Operational Platform

Rebuilt information architecture and navigation taxonomies for an internal operational site on Salesforce serving 80,000+ retail workers, baristas, store managers, and district leaders. Grounded in field research with frontline employees. Reduced bookmark-and-workaround dependence; gave content authors more control within Salesforce structure without breaking navigation at scale.

Multi-generational family office, Client Portal Redesign

Turned a CMS migration into a full redesign and rebrand. Led IA restructuring, design system, and AEM-ready component templates for a signed-in client portal serving families and advisors. Rebuilt navigation around real client and advisor workflows; applied privacy-by-design patterns throughout. Client expanded the engagement beyond original scope.

National non-profit, Consumer Platform Redesign

Led end-to-end design of a full Salesforce platform redesign for an organization serving ~1.7M members. Owned the complete consumer experience: member login and registration, troop creation and management, and a staff-facing CMS. Designed across consumer and internal-tool surfaces simultaneously, coordinating with Salesforce implementation partners and stakeholders across the organization.

Luxury global automaker, ML Demand & Supply Planning Tool

Designed a proof-of-concept product to replace Excel-based demand and supply planning workflows. Worked directly with client stakeholders and EY data scientists to translate ML model outputs into a usable planning interface, bridging the gap between data science and a working product prototype used to secure the full engagement.

VOLUNTEERING

Valdez Avalanche Center

March 2025 - Current

Communications Director & Board Member

Lead digital communications for a local nonprofit avalanche forecasting center, translating complex snowpack, weather, and terrain information into accessible public-facing content across social media, events, grants, funding requests, and community notices. Grew Instagram following 50% in three months, with video content reaching 100K+ views and expanding access to avalanche education for Alaska's backcountry skiers, heli-skiers, snowmobilers, and the local Valdez community.

EDUCATION

Cornell University

Aug 2014 - May 2018

B.A. Information Science

Dual concentration in UX Design and Interactive Technologies. Research in Cornell's Virtual Embodiment Lab (VR astronomy, Oculus/C#). Award-winning student game designer: Best Gameplay 2017 & 2018, Boston Festival of Indie Games at MIT. Teaching Assistant, CS 1300 & 2300 Introductory & Advanced Web Development.