



Annabelle Webb

Customer Experience Designer

CONTACT ME

 (864)434-2676

 annawebb.sc@gmail.com

 annabellewebb.com

EDUCATION

Glasgow School of Art
School of Technology and Innovation
MDes, Master of Design Innovation and
Service Design, August 2025

Auburn University, Auburn, AL
College of Architecture Design and
Construction
Bachelor, Industrial Design, May 2024
Minor, Marketing

CERTIFICATIONS

- HubSpot Social Media Marketing Certification
- HubSpot Content Marketing Certification
- Semrush PPC Fundamentals Certification
- Semrush SEO Fundamentals Certification
- Online Graphic Design Certificate Program Auburn University

SKILLS

Design & Research Methods

- Service Design, UX Design, CX Strategy
- Design Research, Ethnographic Studies, User Interviews
- Journey Mapping, Personas, Service Blueprints
- Systems Thinking, Co-Creation, Design Sprints, Prototyping
- Usability Testing, Insight Synthesis, Storytelling

Facilitation & Professional Skills

- Workshop Facilitation, Stakeholder Engagement
- Project Management, Collaboration, Creative Problem Solving
- Visual Communication, Strategic Thinking, Human-Centered Innovation

Tools & Software

- Figma, Miro, Notion, Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Microsoft Office Suite, Google Workspace

WORK EXPERIENCE

Customer Experience Designer

Frog Golf Club

February 2026 - April 2026

- Conducted a brand, customer experience, and service design audit for The Frog Golf Club, identifying opportunities to improve customer journeys, engagement, and brand consistency.
- Developed recommendations for branding, membership growth, events, and service delivery to increase retention, community engagement, and revenue.
- Created social media and digital marketing strategies to strengthen brand awareness, promote events, and enhance member and guest engagement.

Service Designer

Neighborhood Networks, GSA sponsored studio

January-May 2025

- Conducted design research, ethnographic studies, and stakeholder interviews to understand the needs of vulnerable adults in supported living communities.
- **Facilitated co-creation workshops and applied systems thinking to map service ecosystems and identify gaps in support.**
- Developed service blueprints, journey maps, and rapid prototypes to test concepts for enhancing independence and community engagement.
- Collaborated with a multidisciplinary team to deliver actionable recommendations, improving alignment between support staff, residents, and community partners.

Industrial Designer

PlayCore

August 2023 - August 2024

- Researched and analyzed multiple types of play to inform inclusive and engaging play system design.
- Designed, sketched, and iterated play concepts, refining ideas through feedback and testing.
- Prototyped concepts using 3D printing and other rapid prototyping methods to evaluate functionality.
- Conducted competitor analysis of 20+ products to benchmark features and identify innovation opportunities.
- **Designed and modeled a new play system, in production and being distributed as of fall 2025.**

Shop Technician

Auburn University, CAD/C

August 2022-2024

- Communicated and enforced safety rules to ensure compliance and minimize risk.
- **Supervised and assisted students in the safe use of woodworking, metalworking, and digital fabrication tools.**
- Opened and closed facilities, ensuring secure operations and readiness for classes.
- Maintained a clean, organized shop environment, supporting efficiency and safety for 200+ students annually.