

# Anna Uhr Delia

Digital Learning Design Lead



"I am passionate about connecting with people – sharing stories, knowledge and creative ideas to inspire extraordinary things."

## Expertise:

- Design Thinking
- Visual Intelligence
- Learning Design
- User Experience Design
- Project Management
- Creative Direction
- Brand Development
- Workshop Facilitation

## Qualifications:

Bachelor Arts: Visual Design  
(Queensland College of Art, Griffith University)

Qualified Specialist Art and Design  
Teacher (University College Plymouth,  
Marjon)

Cert IV Training & Assessment (TAFE  
Brisbane)

Anna is spearheading Performance Frontiers' new digital and creative project development wing. She combines her creative energy, project management proficiency and design expertise to develop learning platforms that engage, educate and inspire contemporary learners.

Anna's expertise is supported by over 25 years' experience in creative project leadership. Kickstarting her career in art and architectural publishing, Anna quickly moved into a Design Director role with Getty Images in London and Seattle, where she led global teams in visual content curation and development. She further honed her expertise as VP Creative, Marketing and Brand Development with Eystorm, London, leading the design and implementation of an online art distribution interface. Most recently, Anna founded Art, Laugh, Talk: facilitating forums, workshops and retreats in Brisbane, Australia where participants explore creative ideas and build new skills and knowledge.

Anna's kaleidoscopic career history has deepened her holistic understanding of creative project management, from concept development through to implementation. She is particularly skilled in coordinating diverse groups, channelling creative energy and negotiating complex needs to bring about the best project outcomes, on time and on budget.

Empathy underpins Anna's approach to learning platform design. She listens deeply to the need and iteratively develops tailored experiences that connect with learners of all backgrounds and abilities. Anna's designs are strengthened by her expertise in visual intelligence and her ongoing research into the visual semiotics of user interfaces. She continues to pioneer a highly visual, interactive and playful approach to learning design through her work at Performance Frontiers.