

ANITA LEUNG

Strategic Communications & Operations Leader

Strategic communications and operations leader with 14+ years of experience across UX, systems design, and communications. Translates complexity into clear, structured information that people can understand, trust, and act on.

At The Villages Golf & Country Club, led communications strategy for the Amended and Restated Bylaws, resulting in member approval in a 3:1 vote after prior failed attempts. Relaunched The Villager Online following a website outage, restoring reliable communications for a 4,000+ resident community.

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San Jose, CA

CORE CAPABILITIES

Bringing clarity and structure to complex, cross-functional work.

- Strategic communications and stakeholder alignment
- Governance and high-stakes communications
- Cross-functional leadership and executive support
- Process design and operational systems
- Change management and organizational alignment
- Design thinking and user-centered communication

TOOLS & PLATFORMS

- Microsoft Office (Excel, PowerPoint, Word)
- Asana
- Coda
- Figma
- Canva
- Adobe Creative Suite
- Wordpress
- Zoom

EDUCATION

University of California, San Diego
B.S., Cognitive Science
(Neuroscience)

CERTIFICATIONS

Design Systems Bootcamp
Certificate, Maven

WORK EXPERIENCE

Communications Manager - San Jose, CA

Sep 2025 - Present

The Villages Golf & Country Club

- Report directly to the General Manager and lead the Communications department, overseeing strategy, budget, editorial operations, advertising, and all resident communication channels.
- Serve as the primary communications partner to executive leadership and governing boards, including briefing the Governance Council on communication strategy, structure, and departmental priorities.
- Directed communications strategy for the Amended and Restated Bylaws vote, resulting in member approval by a 3:1 margin after prior unsuccessful attempts.
- Lead marketing strategy and go-to-market execution for the Villages Players Card program, including customer journey design, enrollment workflows (DocuSign), creative direction for photo and video production, and launch communications.
- Relaunched The Villager Online following a website outage, restoring a critical resident communication channel and improving usability based on resident feedback.
- Launched The Villager Mini, a digital publication supporting off-cycle communication, increasing engagement with The Villager Online and receiving strong positive feedback from residents and board leadership.
- Established and scaled weekly NOW resident digital training sessions; sessions have grown consistently through word-of-mouth and receive consistently positive resident feedback.
- Lead cross-functional coordination of a high-volume resident communications operation serving 4,000+ residents, spanning daily newsletters (FastNews), print (The Villager), digital publications (The Villager Mini), the Member Portal, and the public website; ensure accuracy, consistency, and timely delivery across all channels.
- Strengthened team operations by clarifying roles, reducing silos, and implementing cross-training to improve continuity and support staff development.
- Advise department leaders on communication strategy, including message clarity, timing, and channel selection, to support effective resident engagement.
- Manage advertising operations within Communications, including process improvements to support revenue growth.

WORK EXPERIENCE, CONTINUED

Human Resources Coordinator - San Jose, CA

Mar 2025 - Aug 2025

The Villages Golf & Country Club

- Chaired the Safety Committee and oversaw seven safety program areas, including training, fire safety, hazardous materials, eyewash stations, first aid kits, evacuation maps, and pool and spa inspections.
 - Led rollout of FY25–26 safety training across 14 departments, ensuring organization-wide compliance.
 - Developed and presented a project timeline for seven safety initiatives in partnership with the General Manager and executive leadership, achieving approximately 90% completion before transitioning out of the role in September, three months ahead of the December 2025 deadline.
 - Reduced first aid supply costs by 50% by redesigning inspection workflows across buildings, vehicles, and amenities in collaboration with HR, Public Works, and Public Safety.
 - Identified the need for an eyewash station in the restaurant kitchen and drove approval to meet California emergency response standards. Partnered with Public Works on implementation.
 - Built the recruitment process from the ground up with minimal onboarding, creating all screening workflows, interview templates, candidate communications, and onboarding documentation where no formal process previously existed. Reduced time-to-fill by 60% within the first months of the role.
 - Built a structured recruitment workflow in Asana to manage each hiring stage, address system limitations in Paycor, and ensure timely approvals and handoffs across stakeholders. Documented processes and templates into SOPs later used to onboard and train the incoming HR Coordinator.
 - Led transition of Safety Committee leadership to incoming HR Coordinator by facilitating stakeholder introductions, transferring program context and priorities, and ensuring continuity across departments.
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Systems Integration Coordinator - San Jose, CA

Jul 2024 - Feb 2025

The Villages Golf & Country Club

- Led cross-functional launch of the resident-facing Member Portal in partnership with Communications, Tech Support, and vendor teams, implementing support workflows, a centralized resident email system, and onboarding materials to support a smooth rollout.
- Delivered presentations to residents, board members, and WOW volunteers, translating system functionality into clear, user-friendly guidance for a 4,000+ resident community.
- Coordinated multi-channel communications across portal-related updates for residents, board members, and staff, ensuring consistent messaging across stakeholder groups.
- Managed the WOW program, training volunteers to deliver weekly resident support sessions and reducing login-related issues from 65% to 34% within three months. Transitioned the program to a sustainable home-visit model with the Villages Medical Auxiliary, ensuring long-term resident support.
- Brought in by Communications leadership to resolve a stalled 2025 Phone Directory project with misalignment among department heads. Developed and executed a project plan with clear timelines, responsibilities, and deliverables, leading cross-department coordination to ensure on-time delivery.
- Designed and deployed a GL Code Lookup Tool to maintain Public Works operational continuity during a system transition; adopted across multiple departments and remains the preferred reference tool after transition completion.

WORK EXPERIENCE, CONTINUED

Sr. UX/UI Designer - Remote

Mar 2022 - Feb 2024

Claire's • Freelance

- Translated complex back-end requirements into intuitive user experiences, including a multi-shipment checkout flow covering split-cart logic, discount stacking, coupon application, and error handling across BOPIS and shipping scenarios.
 - Designed UX flows for new checkout features including Saved for Later, out-of-stock messaging, and Klarna integration, aligning design decisions with engineering and product requirements.
 - Built Claire's design system in Figma with reusable components, typography, and color standards, improving consistency across internal teams and external vendors.
 - Supported engineering handoff by delivering detailed design specifications and clickable prototypes in close collaboration with project management, engineering, and product leadership.
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Sr. UX/UI Designer - Remote

Apr 2022 - Jun 2022

Mariposa Senior Care App • Freelance

- Led end-to-end design for a senior care coordination platform, aligning stakeholders and delivering a product direction that supported successful seed-stage funding.
 - Redesigned complex, multi-user workflows across admin, family, caregiver, and senior roles, improving clarity and reducing friction across care coordination processes.
 - Partnered with caregivers and client executives to identify key challenges, including fragmented communication and medication tracking, and translated insights into product requirements.
 - Identified UX risks and system gaps in the existing product, re-architected user flows, and delivered a high-fidelity Figma prototype under tight timelines to support the investor presentation.
 - Delivered a complete redesign for a team that had previously failed to secure investor interest using an existing prototype; coached the owners on how to present and demo the solution, resulting in commitment from all three targeted investors at the subsequent presentation.
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Sr. UX/UI Designer - Sunnyvale, CA

Aug 2018 - Jun 2020

Apple • Contract

- Supported the late-stage redesign of Apple's Global Service Exchange (GSX) platform, used by AppleCare and Authorized Service Providers to manage warranty, parts, and repair coordination.
- Collaborated with UX and engineering partners to refine and standardize design systems across typography, components, color, and interface patterns, improving usability across complex, data-dense workflows.
- Designed an internal portal to centralize technical documentation and standardize engineering requirements, partnering closely with an engineering manager on requirements and implementation.
- Conducted user interviews to identify pain points in internal financial tools, simplifying high-friction workflows and reducing click paths through targeted UX improvements.
- Delivered wireframes and high-fidelity designs adopted by engineering, improving clarity, navigation, and information architecture across internal applications.
- Invited back for a second contract engagement at Apple within the same year.