



Hi, I'm Annie Sommer

I'm a product designer. I feel lucky to have started in UX at a time when technology has started to touch our lives in so many different ways. Outside of work, my passions lie in film, cooking, and swimming in Lake Michigan.

Michigan State University 2016
BA in Professional Writing, Usability Certified by Nielsen Norman Group

2014-2016
Research Assistant - Michigan State Usability and Accessibility Research and Consulting
Web Designer and Developer - Union Services Agency

2016-2017
UX Designer - Whirlpool Appliances

2017 - 2018
UX Designer and Strategist - Vectorform

2018 - 2021
Accessibility Subject Matter Expert - CVS Health

2021 - Present
Product Designer - Ford Motor Company

Portfolio Table of Contents:

1. Internal Data Portal Homepage Design
2. Ford/Google Cloud Platform Hackathon
3. CVS App Accessibility
4. Shark/Ninja Robot Vacuum VUI

My abilities:
Product design, content strategy, UX research, UX/UI design, VUI design, enterprise software design, ML applications, and accessibility.

Project images are blurred for confidentiality, and the contents of this portfolio are meant exclusively for interviewing and application purposes and should be kept confidential otherwise.



Project: Internal Data Portal Homepage
Team: Project manager, business stakeholders, ML engineers
Role: Product Designer
Timeline: 8 weeks, design engaged 25 hours a week on average (I was working on 2 other projects in tandem) Summer 2021
Scale: The data organization within Ford, a few thousand people
Technology: Informatica data catalog, Angular

Problem: A data catalog tool was meant to democratize data for the global data organization team, but the only entry point was a basic search-bar based interface, which wasn't useful as robust metadata hadn't been added yet, making search ineffective. We needed another way to navigate users to the data they needed to get to quickly and easily.

- Process:
- Worked with a tech anchor to gain a technical landscape analysis
 - Did longform interviews with both users and stakeholders.
 - Observed users in their current search workflow
 - Created a product roadmap for a homepage navigation interface and help documentation portal
 - Designed a UI and content strategy
 - Ensured a dynamic design for multiple versions of the page that could be implemented based on data security group
 - Onboarded the data catalogue team to the rally/excel based content management system and closed the project

Outcome: Despite many technical roadblocks, the project was completed successfully, as a flexible link-based homepage and help documentation that would function as navigation outside of a search bar. Additionally, a paralel strategy for metadata contenting within the catalog itself, that would feed into the homepage, was implemented. We received a 5/5 CSAT score from the client team and the portal has seen user growth.

Yellow: EDC (ad-hoc) integration
Green: Not integrated; help content

MVP

Single sign on (SSO)

Duplication of information architecture within EDC (data) (SS)

Collections by business unit

security domain resolution

User Access data based collections

Login/Auth starts

Authentication adjustments to identity (M/L)

Existing Collections (SS)

Collection "teaser" - starts about each collection page linking to

Data Type Links (asset/resource outcome)

Shortcuts list

Feedback like, stars, email, link

Link to tabs within resources

Screenrecording videos

Date Modeling tool integration (current EDC team)

Search 1ML link

News/Alerts discovery

MVP+

Analytics

API resources collected

"teaser" style customization - user profile personalization

ML Ops content form

News/Resource alerts - updates, discussions, known issues (start notification system)

Information user guide (PDF from website)

Data Modeling tool integration (open EDC/How to)

Connect how domain resources are used and EDC can generate estimates for resource use, help or access

Automated updates

Print-generated EDC user guide (shortcuts)

Direct link to resources or collections of interest

Card sort/research based collections

Search Tips, specific catalogue guide help

Backlog

Continued authentication capabilities

API guide

Analytics-based collections (highly rated, reviewed)

Case Studies

Searchable user guide

PowerCenter Integration (Interviews)

EDC at Ford

The Enterprise Data Catalogue is a unified view of metadata to bring together business context, technical metadata, and data quality tool usage.

Log In

Request Access

Resource Collections

Collection 1

Collection 2

Collection 3

Collection 4

Asset Types

Table

View

Table

Table

Help

Help

Help

Help

Help

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Enterprise Data Catalog

The EDC is an Informatica Enterprise Data Catalog that focuses metadata, below are shortcuts that lead into Informatica, into specific tabs and collections we highlighted here. Links will open in new tabs.

Log In

Request Access

Data Collections

COMMERCIAL360

IT DATA HUB

STRATEGIC DATA ENVIRONMENTS

DATA OPS GOLD SOURCES

FUTURE COLLECTION SHORTCUT 1

FUTURE COLLECTION SHORTCUT 2

FUTURE COLLECTION SHORTCUT 3

FUTURE COLLECTION SHORTCUT 4

FUTURE COLLECTION SHORTCUT 5

FUTURE COLLECTION SHORTCUT 6

FUTURE COLLECTION SHORTCUT 7

Domains

PE Classification, DP

SPE Classification, DP

Domain Group 1

Domain Group 2

Search (Option + Q)

Formulas

Table

Review

View

Automate

Help

Shortcuts

1. Resource

2. Database

3. Schema

4. Table

5. View

6. Image

7. Column

8. Domain Group

9. Business Group

10. Business form

Governance and Workflow

To ensure ongoing and seamless updates to the homepage as the content inside the EDC itself gets organized, the following process should be implemented so that there are updates on a regular basis.

1. EDC Team creates a new collection

2. EDC Team reviews content types for which component will be the best fit for the collection

3. Once component has been locked in, a designer can be engaged to create a mockup if needed, but it shouldn't be

4. Collection name, description, asset types (resource, schema, view), and link URL's should be added to the copy document and highlighted

5. A development user story should be created

6. The acceptance criteria for the user story should reflect the new content

7. Copy document and styleguide with highlighted content should be attached to the user story

8. The developer should add the URLs and deploy

9. New links should be monitored for usage.

Icons

1

2

3

4

5

6

7

8

9

10

Typography

Heading 1

Heading 2

Heading 3

Subheading - Description

Body Text

Help Link

Resource Collection

Collections are the main type of navigation into the EDC.

A. Top level link: this should correlate to either a custom search tab within the EDC, or a highly relevant pre-filtered search. Top link shows all asset types within the collection.

B. Description: A 10 or so word description of the data in the collection

C. Asset type links: These should link to other facets within the search interface - can include any of the 10 asset types listed in the asset section. Each of these links should include an icon and be ordered in the hierarchy in which they appear in the database - so resource, schema, database.

PE Classification, DP

Personal Identifying Information covered by

Domain Card

Domain cards are links into different data domain groups. Domain cards should cover the full range of their domain - in resource, schema, database, or view.

Longform interviews using userzoom informed features to be prioritized

A whiteboard-based product planning workshop was a relief to stakeholders who were used to working in engineering-native tools or Word. I got good participation from everybody and we were able to prioritize/roadmap features quickly.

Wireframes and three iterations of the UI were created. I would describe the UI as unapologetically descriptive and simple. Users and landscape analysis revealed the massive data structure at Ford is rarely described in plain language, so I took the opportunity. Users liked it!

Since the main users where highly specialized data scientists, and metadata within the portal was far from being added, I ensured the links and structure could be adjusted by relevent parties easily via excel and Rally. I also included the content workflow in the design styleguide to keep design in the loop once I passed the project off.

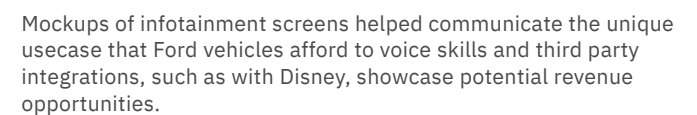
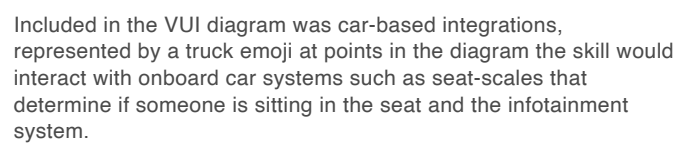
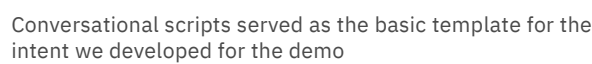


Idea: Use GCP Google Assistant integration to create a chatbot to talk to the driver in Ford vehicles.
Problem: Users get bored while driving. The entertainment console in vehicles have voice commands, but they lack the robustness of a cloud-connected virtual assistant.

Process:

- Created simple example personas to generate usecases from using assumptions derived from consumer-facing materials and internal Ford branding documents. Used these users to frame our problem statement.
- Generated usecases based on general user expectations of virtual assistants, design trends around them, and how the Virtual Assistant would interact with the car, providing value to the customer and enhancing the driving experience.
- Drafted conversational scripts for the personas based on usecase brainstorm
- Created a simple VUI diagram for one of the scripts.
- Worked with developers to ship one intent, designed a deck to illustrate our process, and presented our findings to a panel of judges.

Outcome: Our team got 6th place out of 30 teams and the engineers were onboarded to the VUI design process



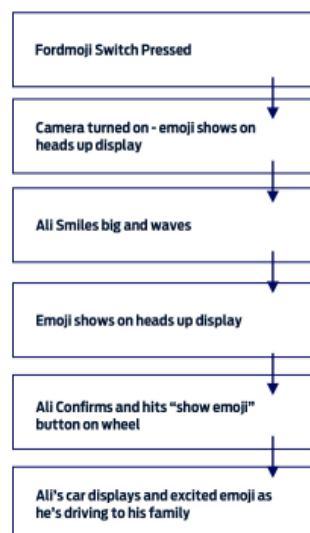
Project: GCP Hackathon, Fordmoji Idea
Team 2: Myself, a project manager, and 2 engineers
Role: Product Designer
Timeline: 8 hours, Summer 2021
Scale: Hypothetical exercise, if implemented all Ford Drivers
Technology: Google Cloud Platform, Computer Vision, IOT

Idea: Use the front facing camera in Ford vehicles to analyze drivers faces for emotions and generate an emoji that shows on the outside of the car.
Problem: The horn, and headlights are the only method of feedback drivers have to communicate with other drivers on the road.

Process:

- Generated sample personas to frame usecases around.
- Led a feature brainstorm session with the team. We were using an open-source emotion detection computer vision engine, so we framed the usecase brainstorm around our personas and scenarios that they would feel those emotions while driving.
- Created a user journey diagram that they would use to frame the example application
- Designed the workflow of the user within the car, emphasizing in the user experience that the emoji is a way of expressing emotion to other drivers the same way that the horn can be, driving utility of the product beyond novelty.
- Created mockups, the deck look and feel and wrote the content, and presented the idea to the panel of judges.

Outcome: Our team got 3rd place out of 30 teams and executives were excited about the possibilities of innovating signals to other drivers using machine learning technology



A Persona, basic user flow, and mockup of the hardware elements present in the user journey were all delivered as part of our presentation. I designed the “show emoji” button as a touch screen button near the horn to drive the mental model of Fordmoji as driver-to-driver communication similar to a horn and to ensure the user keeps their eyes and attention on the road even when using the product.

Project: IOS App Accessibility

Team: Project manager, product owner, development team, UX/UI designer

Role: Accessibility Subject Matter Expert

Timeline: 1-2 months, Winter 2020

Scale: Millions of users

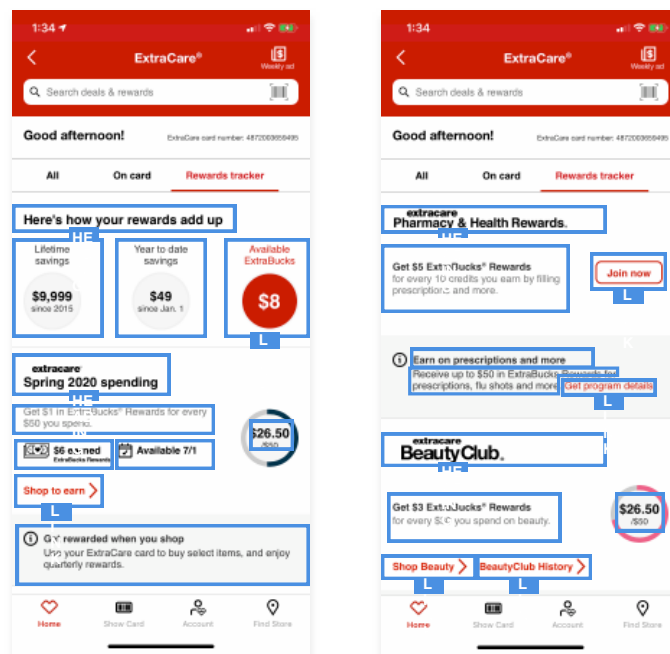
Technology: iOS, Android

Problem: The Extracare section of the iOS and Android apps, which one of my teams was focused on, underwent a major redesign over the course of a few quarters. New features as well as UI updates were being implemented in an Agile fashion, so accessibility issues needed to be captured across engineering, design, and business at the same time.

Process:

- Worked with design to create usable, delightful, and accessible to all heading structure, input design, graphic compliance, color compliance, data visualizations, and interactive features like camera based barcode scanner, feature-rich search interface, and extensive dynamic elements based on user loyalty and coupon configurations.
- Crafted custom accessibility copy for screenreader users to guide them through the interface in an easy, delightful, and understandable way. Wrote accessibility copy for each platform separately to account for nuances in iOS Voiceover and Android Talkback.
- Had daily calls with engineers to go over accessibility challenges and workshop them together, and ran both smoke tests and full accessibility evaluations of the UX in development environments. Tracked accessibility bugs through the remediation process and closed them.

Outcome: The app was released in compliance with WCAG 2.0 accessibility requirements, and the rate of accessibility-related bugs went down sprint-over-sprint the more we worked together.



Occasionally, in order to make the interface flow well to screenreader users, who are interacting with the UI entirely through visible and hidden copy, the Voiceover reading order occasionally needed to be custom. I determined this order and illustrated it to developers.



Features like camera-based scanners present unique accessibility challenges for nonvisual users and users with disabilities that affect motion, like tremors.

Project: Shark Ninja Robot Vacuum VUI

Role: VUI Designer

Team: 2 UX/UI designers, a voice developer, an app team

Timeline: 3 months, Winter 2018

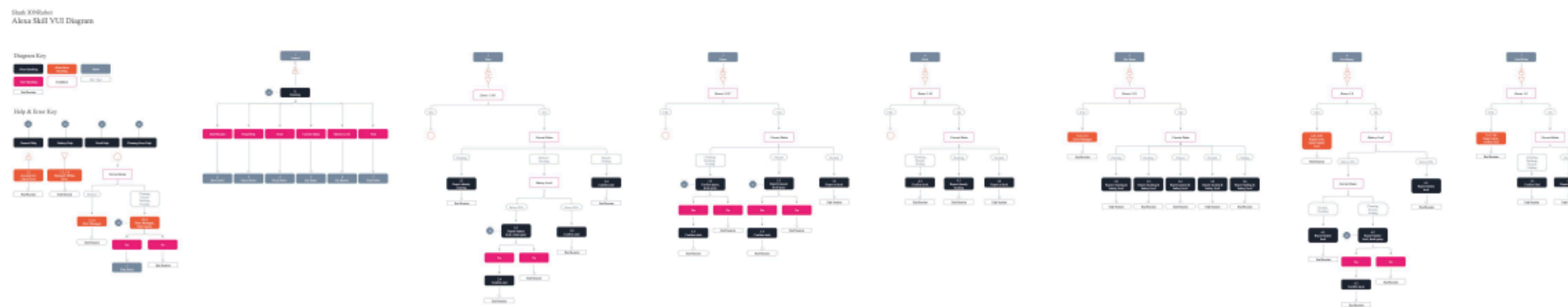
Scale: Product released nationwide

Technology: Alexa, Google Assistant, Sketch, Invision

Problem: A robot vacuum moves independently and makes a good candidate for a voice-skill usecase. My agency, Vectorform, was tasked with developing the app, voice skill, and hardware connection for a connected robot vacuum.

Process:

- Worked with engineers and the app team to sketch out usecases that would be useful, possible, and seamless across voice and app.
- Did landscape analysis, conversational research, and branding workshops to understand the tone we wanted to capture in the robot's "voice"
- Created 2 voice user interface diagrams, one for Alexa, one for Google Assistant, to map out the skill, including a welcome message that describes features, error scenarios and solutions, and error prevention opportunities and delivered to developers.
- Wrote copy (what the voice assistant actually says) based on research, voice assistant platform standards, app interface copy, and brand identity.
- Onboarded two UX designers to the voice design process



This is the VUI diagram for the MVP intents we implemented for the Robot. The diagram components were created to be reusable for future voice projects across platforms. We also started brainstorming how we could elevate this to a possible dev tool that would be a GUI for engineers when creating voice skills.

We designed the hardware and app in tandem with the VUI, meaning design principles had to apply to both. Design also had an active role in working with hardware to create features.