Contact

Annie Sommer

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Skills

Product Strategy | Product Design (Figma, Sketch) | Voice/Chat design | Data products | Accessibility

Education

2012 – 2016 — Michigan State University
BA communications

2016 Nielsen Norman Usability Certified

Employment

2022 - Current — Senior Product Designer, Rudderstack

End-to-end product design for the developer-first customer data platform. Work with customers and product managers to define requirements, engineers to understand technical innovation on data, and design user-centeric solutions from requirements to delivery.

2021-2022 — UX designer, Sapient Razorfish

Designed screens for a white label credit card app and ISP app and website. Informed strategy, ran user studies, designed screens.

Ran workshops and lunch and learns on accessible design.

2020-2021 — Product Designer, Ford Motor Company ML Ops (Data Org)

Worked with business, product owners to determine features and usecases for ML applications. Ran product workshops, brainstorming sessions, and other ceremonies with stakeholders to solve problems with machine learning.

Researched UX, designed UI, and shipped multiple ML-based applications, focused on data penetration and operationalization at Ford.

2019-2020 — Accessibility Engineer, CVS Health

Consulted design, engineering, quality assurance on accessibility for the CVS app and website. Designed screens, inspected code, made reccomendations

Managed and mentored two junior accessibility engineers.

2016 – 2018 — Vectorform

Product designer at emerging technology agency working across automotive, internet of things, AR/VR, mobile and web

2016 – UX Designer, Whirlpool Appliances

Designed the App workflows of the connected dishwasher and cooktop pro products from concept to execution.