



Annie Sommer
248.410.5711 - anniesommer22@gmail.com - annie-sommer.github.io


Skills




Product Strategy




UX/UI Design, Research



Accessible Design



UX Writing



Voice, Chat Design

Software

Figma
Sketch
Invision
Rally
SAFE Agile
Google Cloud Platform
Machine Learning

Education

BA, Professional Writing
Michigan State University
3.75 GPA

Sapient Razorfish - Senior UX Lead
January 2022 - Present (Freelance)

Designed screens for a white label credit card app. Worked with research to design studies, visual design to hone feature look and feel, and product to determine feature scope. Led and trained two subordinate UX designers. Developed, pitched, and implemented ADA accessibility process.

Ford Motor Company, Machine Learning Operations - Product Designer
February 2021- January 2022

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.

CVS Health - Accessibility Engineering Lead
June 2018 - 2021

Accessibility resource on a SAFE Agile Release Train - working across 4 different project teams to review designs, write accessibility development requirements, create test cases and run tests on desktop web and across app platforms, and write and workshop accessibility defects

Vectorform - Interactive Designer
January 2017 - June 2018

Led strategy and user testing on a fortune 50 client's customer-facing ecosystem. Worked with a data scientist to identify weak points or gaps in the experience and ran user studies to contextualize the data. Ran multiple small audits, task observations, long-form interviews, secondary research initiatives, and other tests to validate the UX of the sites and guide program strategy and design.

Developed the voice design practice at Vectorform alongside a principle engineer. Created a framework for designing voice assistant skills. Designed and led a conversational design workshop with proprietary methods. Onboarded multiple designers onto conversational design

Conducted UX design, research, and analysis across platforms including virtual reality, mixed reality, augmented reality, voice, the internet of things, indoor mapping experiences, and physical spaces

Planned and facilitated design-thinking centric workshops with diverse groups within organizations to build initiatives and product plans holistically, then executed on those plans

Contributed wireframes, screens, decks, graphics, prototypes, and copy as needed

Whirlpool - UX Designer
July 2016 - January 2017

Researched, Ideated, wireframed, prototyped, mobile applications that accompany large and small connected appliances

Wrote, moderated, and analyzed usability studies of multiple products across brands and regions to validate concepts as well as UI/UX execution

Lead the development of a UX copy strategy to reduce inefficiency in product development

MSU Usability /Accessibility Research and Consulting - UX Researcher
November 2014 - July 2016

Conducted usability studies of websites, intranets, software, and prototypes using qualitative and quantitative methods in lab and remote settings