

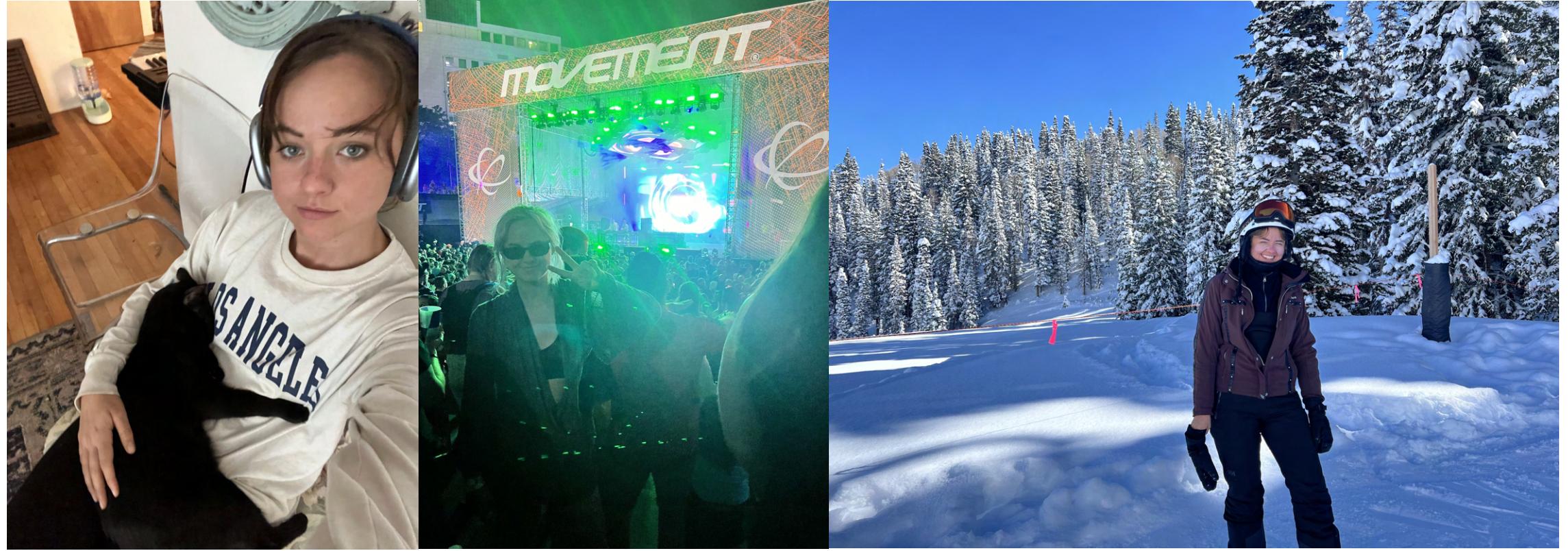


Annie Sommer

DESIGN PORTFOLIO

2024

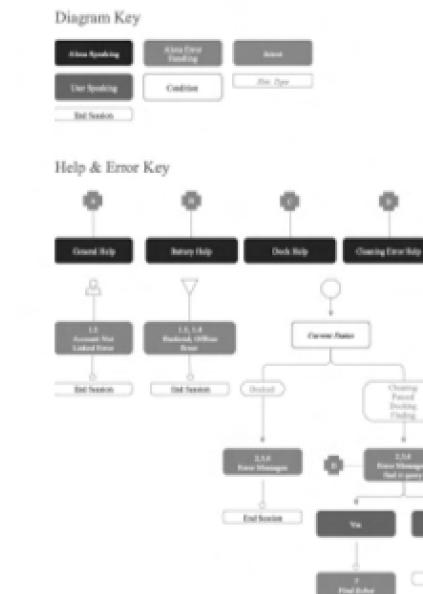
About



**MIDWESTERN
DETROIT —> CHICAGO —> LA
I LIKE LA THE BEST SO FAR...I THINK?
CINEMA, CREATIVE WRITING, DANCING, HIKING,
SWIMMING ARE MY PASSIONS OUTSIDE OF WORK**

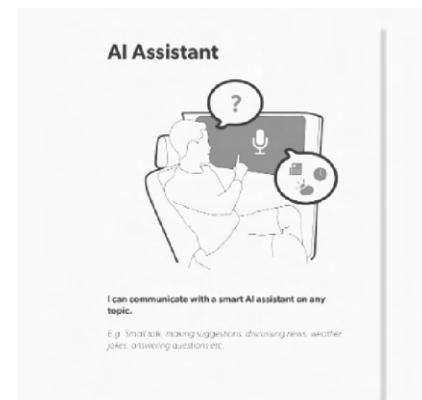
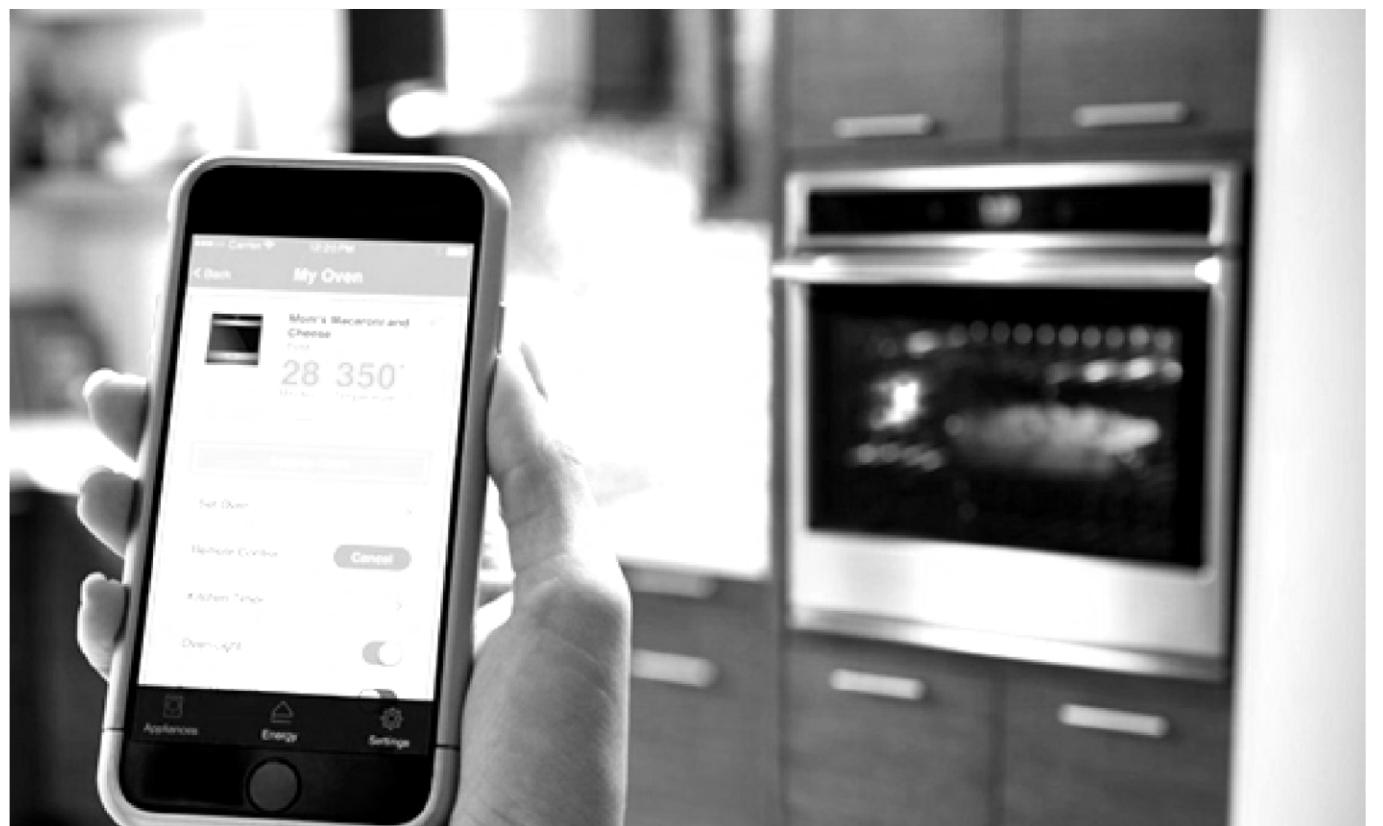
PHASE 1: EMERGING TECH

2015-2018



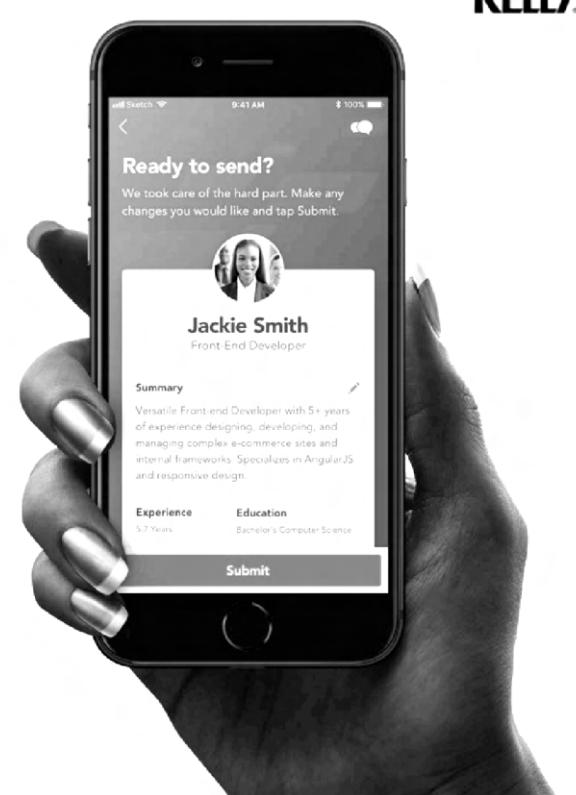
WHIRLPOOL

Internet of things, my first design team



VECTORFORM

Emerging tech; IOT,
Indoor mapping, Voice,
AR/VR



Try Pitch



PHASE 2: ENTERPRISE & DATA

2018-2021



CVS HEALTH

Mobile and web retail UX/UI with a focus on accessibility, then moved to accessibility ENG w/AETNA merger



FORD

Machine Learning organization focused on building small, lightweight ML-based applications for use by internal teams across Ford



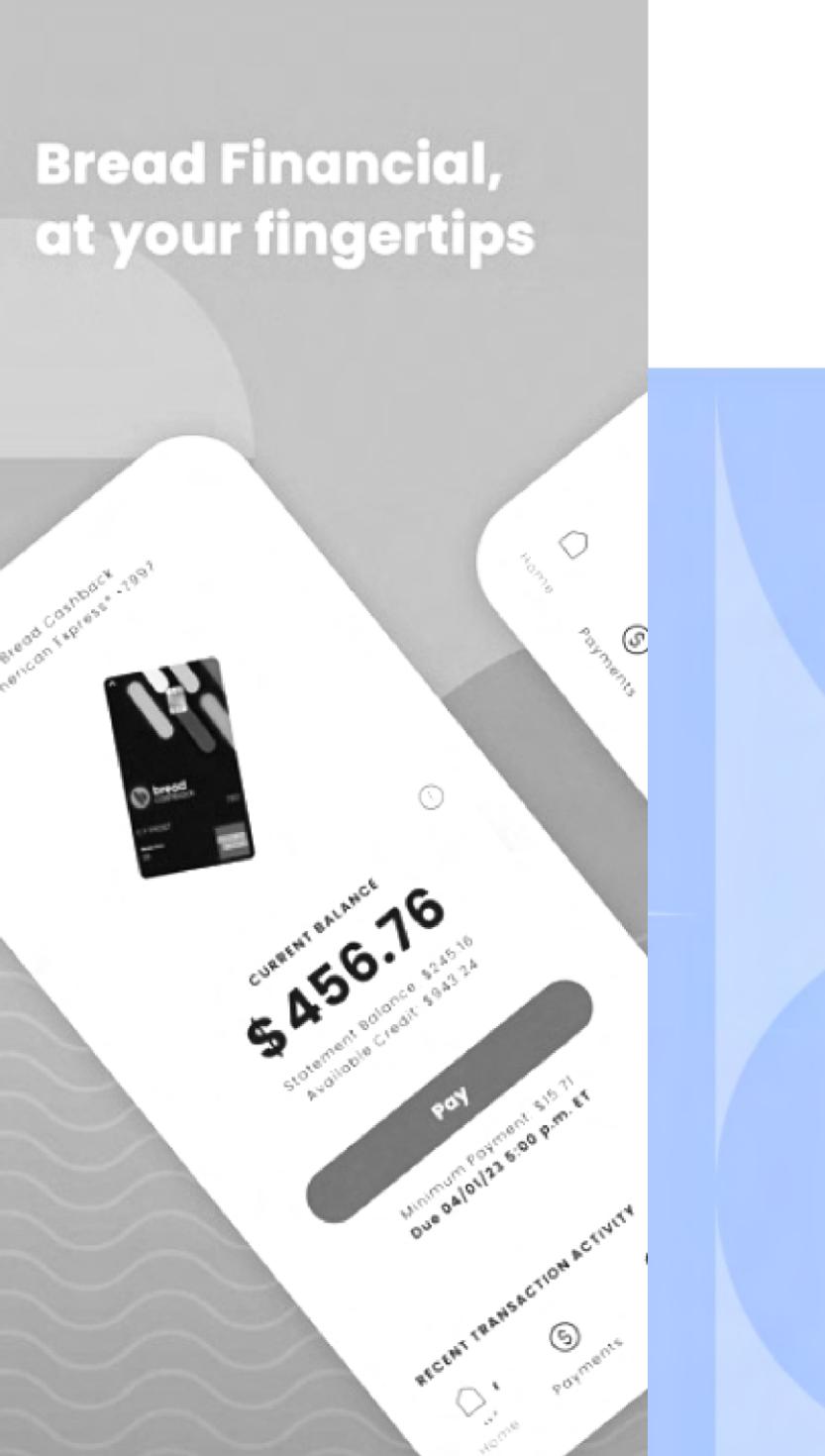
MACH1 ML
Requires VPN

Apply features to your data independently or get help developing machine learning models that will make your data work for you.



ML OPS

The goal of ML Ops is to operationalize data at Ford. If you have a model for a use case you'd like to explore using a dataset, contact ML Ops.



PHASE 3

2021 - Now

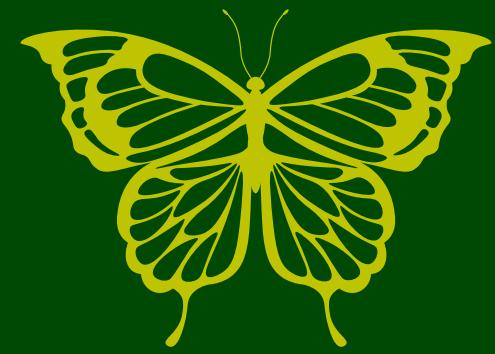
Try Pitch

RAZORFISH

1 year back at an agency to get back to customer facing, pick up the pace, and learn Figma

RUDDERSTACK

Back to data products on a tiny, fast moving design team at my first startup



PROJECTS

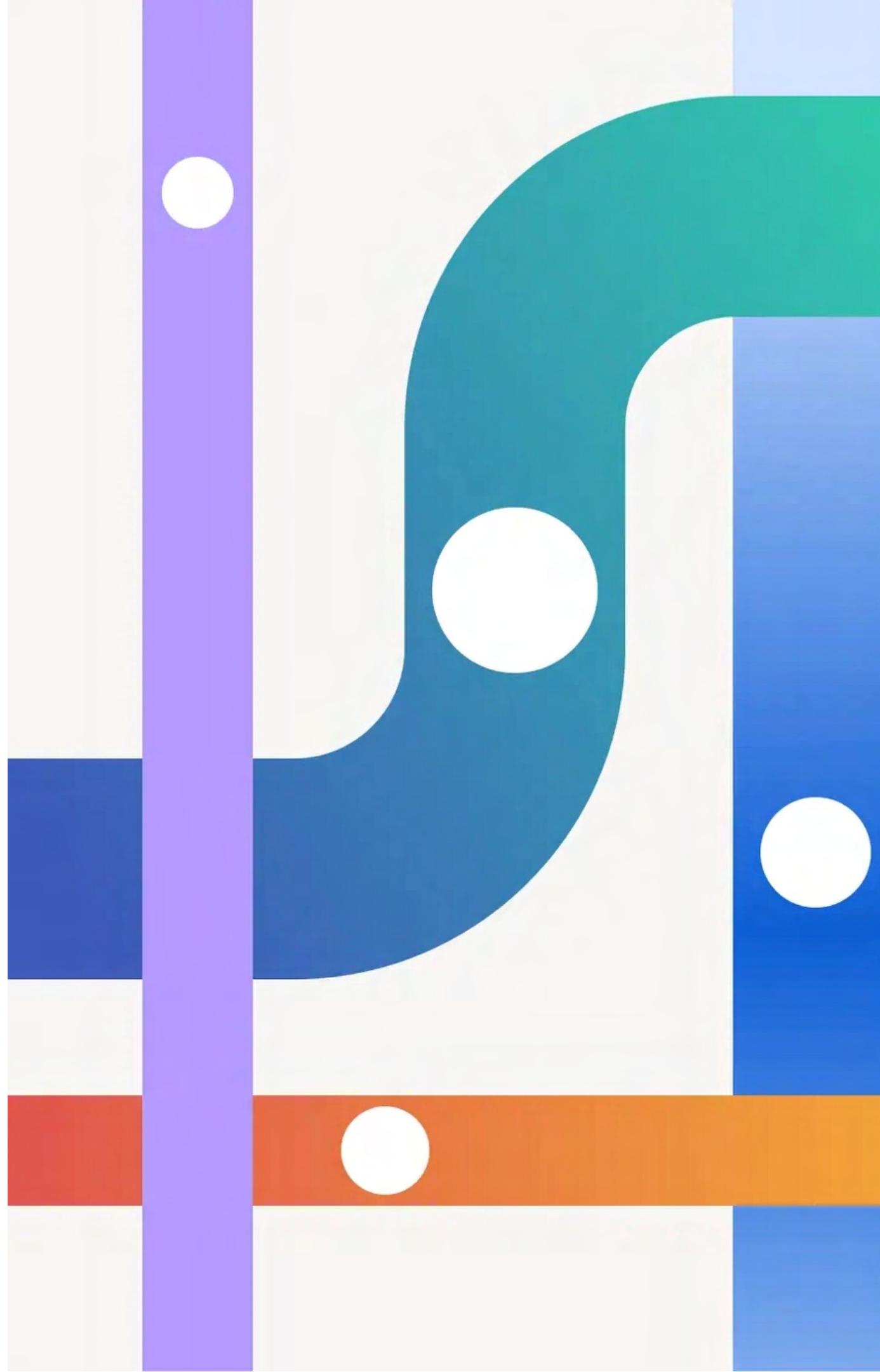
DESIGN WORK (1 DEEP, 3 SHALLOW)

2024

TRACKING PLANS AND DATA CATALOG

Creating an in-pipeline event definition, implementation, and tracking solution to act as a single source of truth for data organizations large and small

MY ROLE: "ROADMAP" / FEATURES / UX,UI,COPY





RESULTS

- Multiple marketing initiatives based on this product
- Multiple customers closed or upgraded based on tracking plans functionality alone and growing
- Our largest and closest to enterprise client specifically requested tracking plans enablement
- Customers using tracking plans are stickier, it has become an integral part of their data process.
- My hope is that it's the first truly self-serve portion of our application

**Feature launch
Tracking Plans
for violation
management**

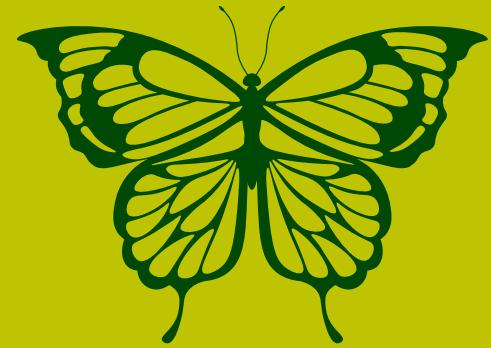
Written by



John Wessel
CTO, Mentor, & Data Consultant



Badri Veeraragavan
Director of Product

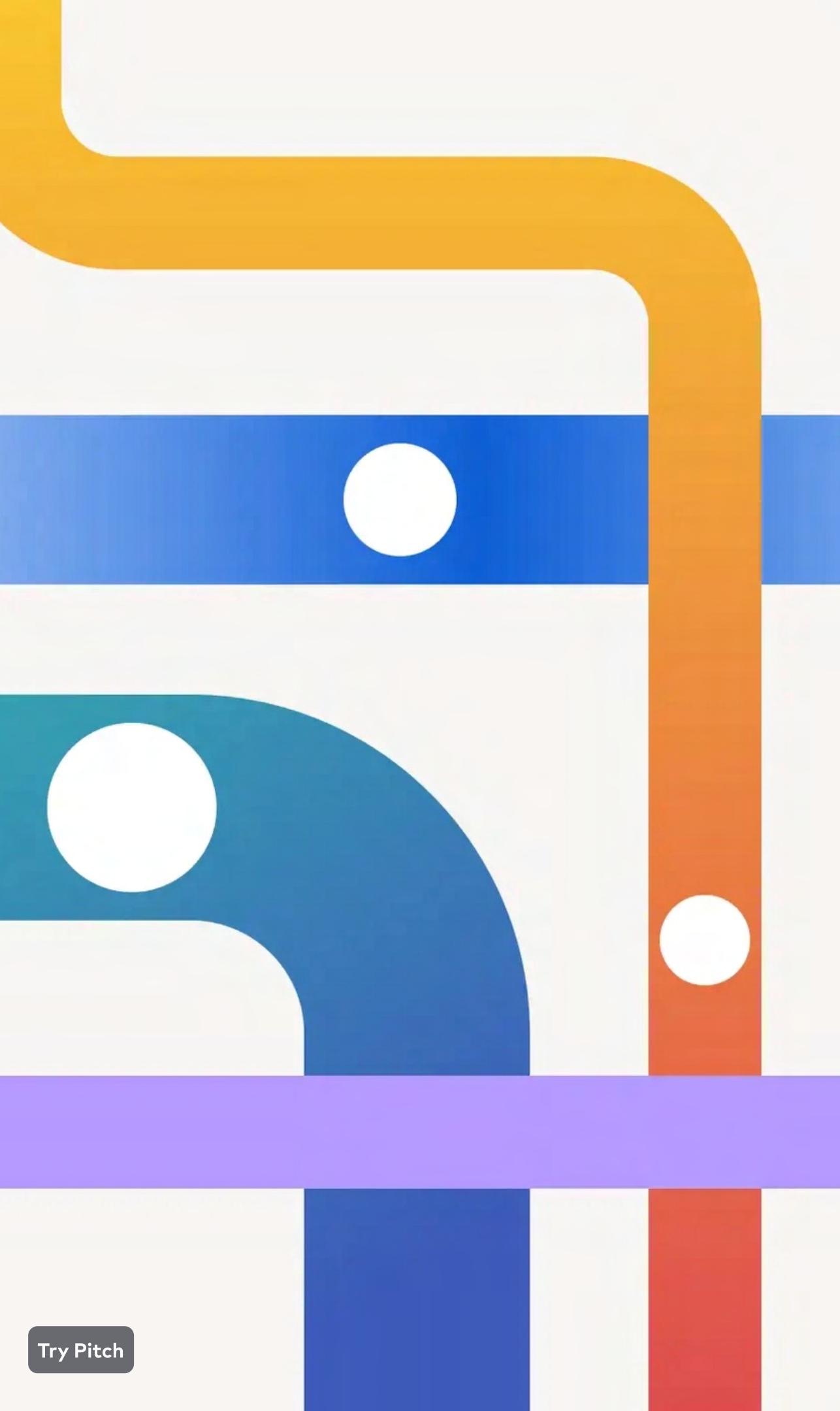


CREATING INTUITION

DISCOVERY

SEPTEMBER - OCTOBER

2024

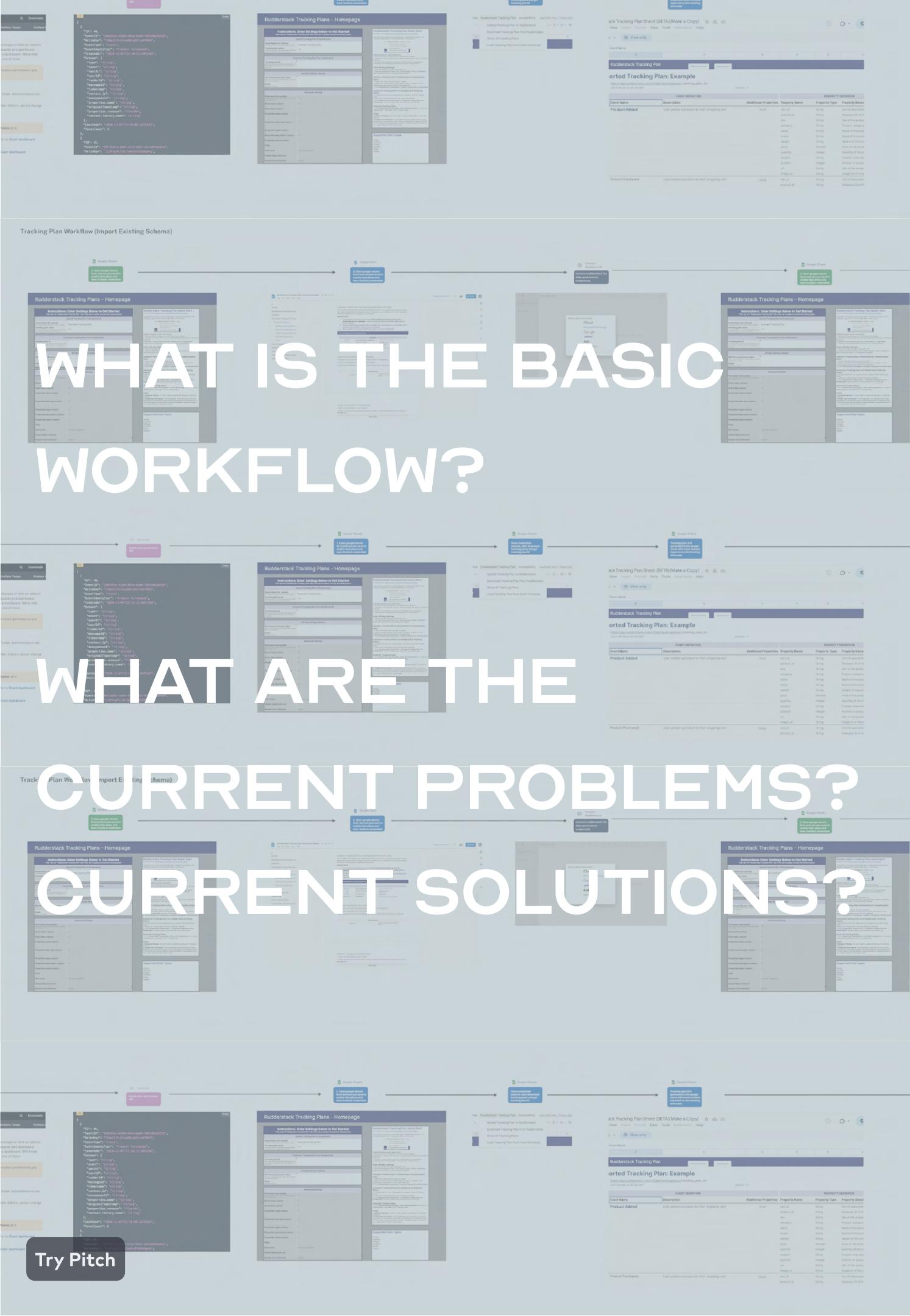


DISCOVERY

PROCESS

- Current solution/API review
- Competitive analysis
- Customer interviews
- Workshop to define MVP/Generate basic milestones
- Designed a beta product, released to ~10 customers
- Worked with customer success to understand beta issues
- Created an updated product plan with new features
- Updated UI to accomodate beta asks

ENG manager, Product director, Critique from design team



GOVERNANCE PROBLEM

What events are we tracking and why and who is in charge of it?
When and where are these decisions being made and tracked?

DOCUMENTATION PROBLEM

Once the decisions have been made, where are we documenting it and sharing it out?

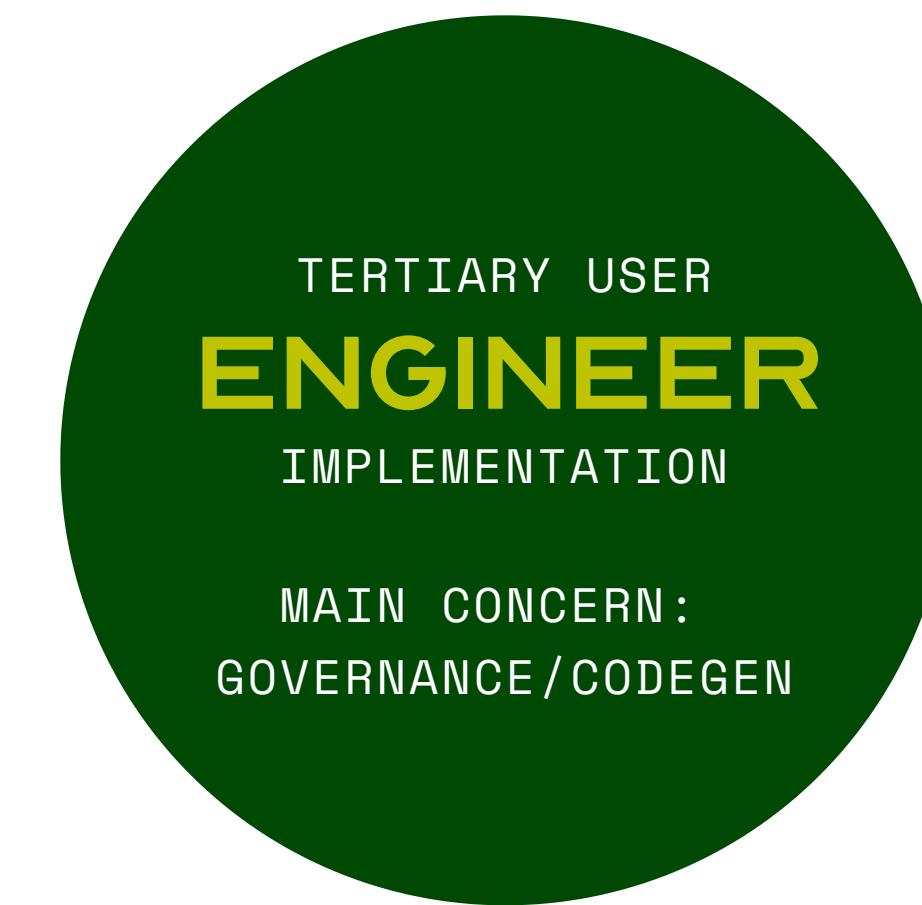
IMPLEMENTATION PROBLEM

How are we getting the right events to developers at the right time to implement the tracking?

DATA QUALITY PROBLEM

Once the events have been implemented and are inside the warehouse, how can we be assured they are matching our documentation?

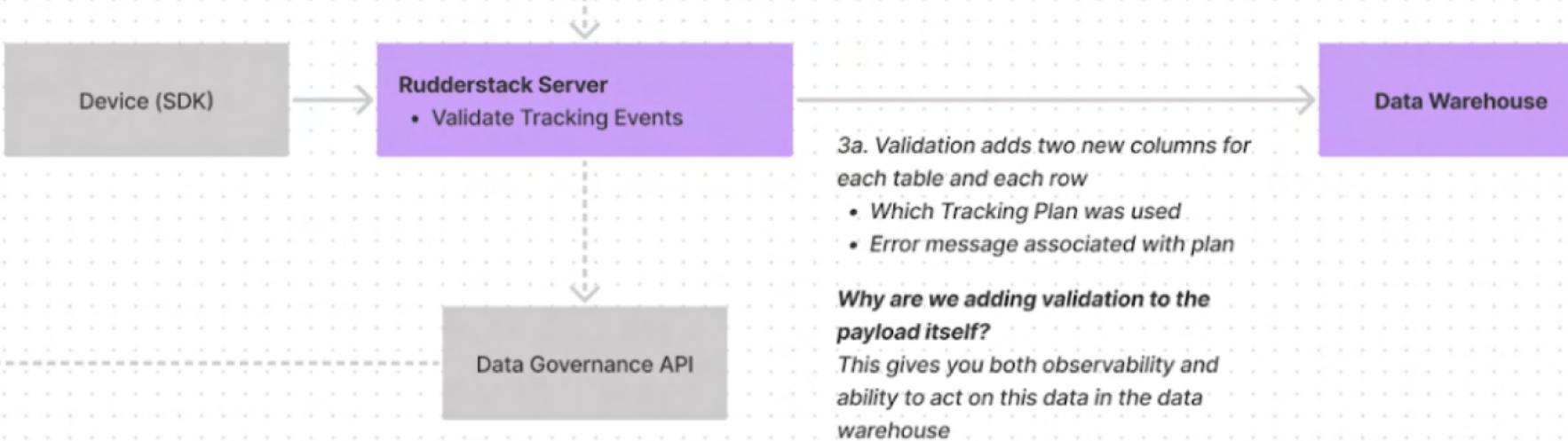
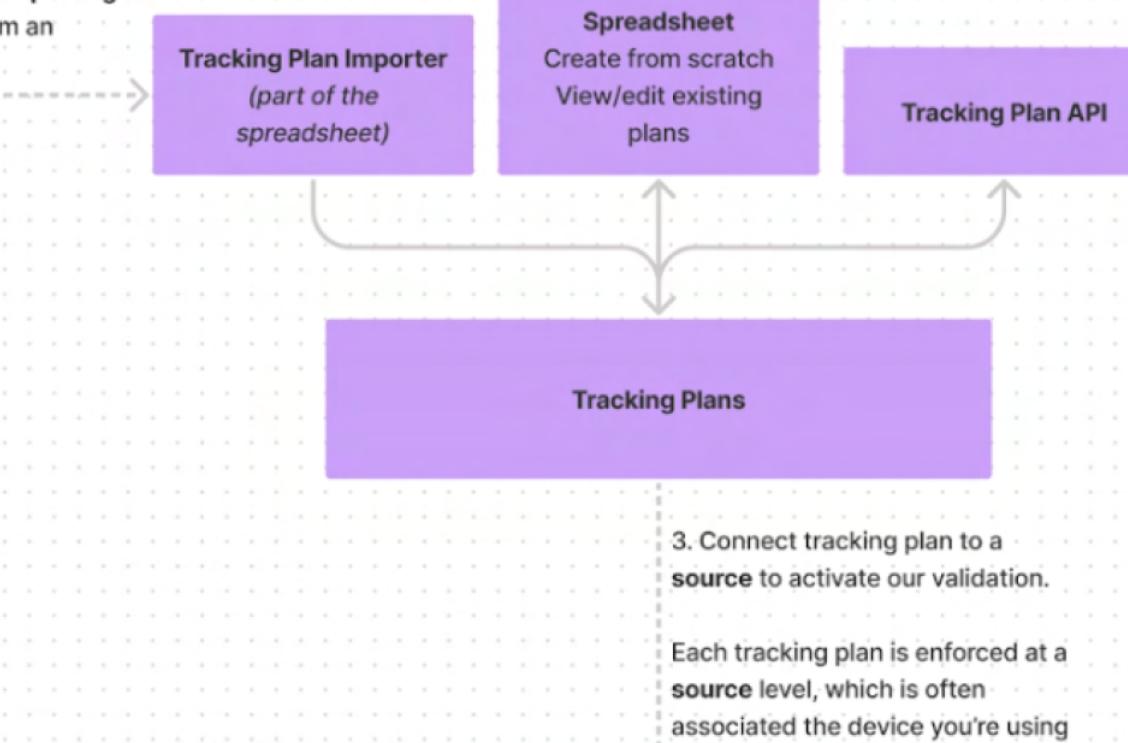
WHO ARE THE USERS



External interviews: Watsco (design), Wyze (product), Inventa (product & design), Jobteaser (product & design)

Internal interviews: Data engineering, marketing

importing



COMPETITIVE ANALYSIS

Broke down the workflow and competitive analysis by the types of tasks

Try Pitch

Avo

The screenshot shows the Avo interface with a sidebar containing 'RudderStack' and various event categories like 'General Behavior', 'Data Management', 'Publishing', etc. In the main area, there's a table of events with columns for 'Category', 'Event Properties', 'Group Properties', 'Sources', and 'Actions'. A modal window titled 'New Category' is open, prompting the user to enter a name for a new category. The interface has a clean, modern design with a light color palette.

This part of the Avo interface shows a search bar with the placeholder 'Type a command or search...', a 'Search...' button, and a 'Create...' button. Below these are buttons for 'Switch Branch...', 'Unarchive...', and 'Close Drawer'. The overall layout is consistent with the main dashboard.

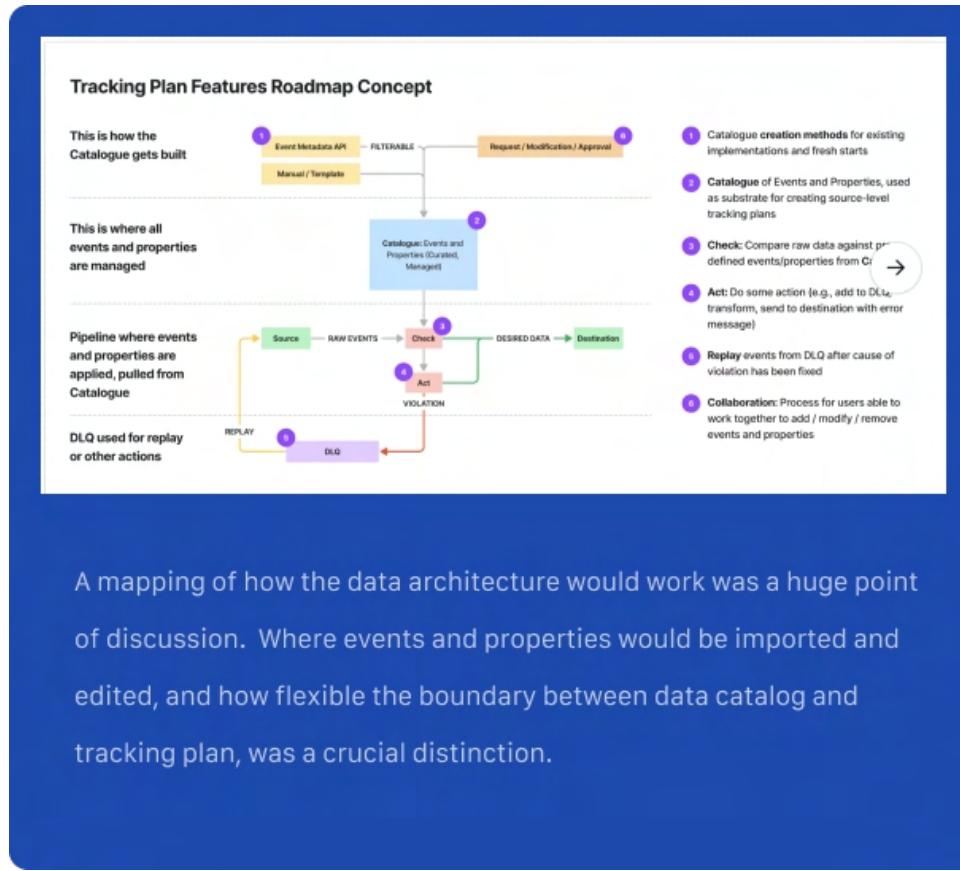
Amplitude

The Amplitude interface features a sidebar with 'RudderStack' selected. The main area is divided into sections for 'Data' (Catalog), 'Sources', and 'Destinations'. Under 'Destinations', there are sections for 'WAREHOUSE DESTINATIONS' (Amazon S3, BigQuery, Google Cloud Storage, Redshift, Snowflake) and 'EVENT STREAMING' (Appsflyer, Branch, Braze, Customer.io, Google Analytics 4 (iOS/Android), Google Analytics 4 (Web)). The catalog section shows a list of tracking plans, properties, groups, filters, sources, destinations, and cohort syncs. The overall design is clean and organized.

ADDED INTERVIEW SNIPPETS AND BRAINSTORM IDEAS

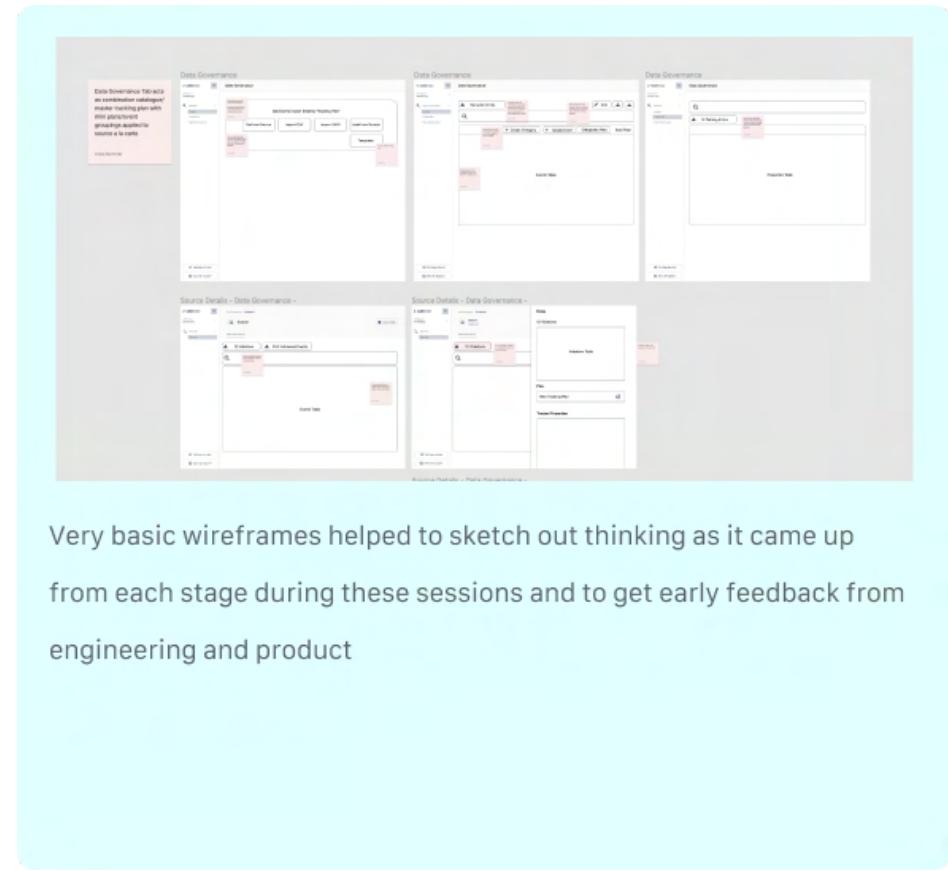
Broke down interviews onto stickie notes and added them to the features in the competitive analysis screens

WORKSHOP: 2 DAYS IN NEW YORK: ME, EM, PD



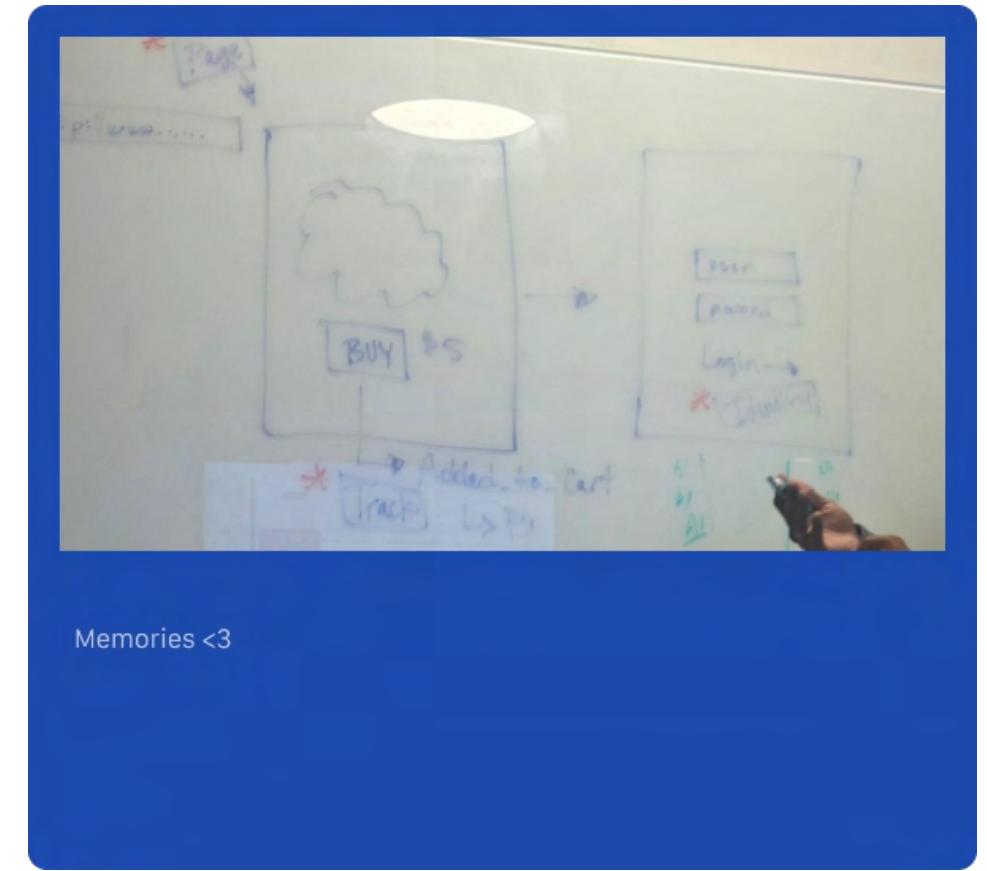
Architecture

HEATED FUN NERD CONVOS



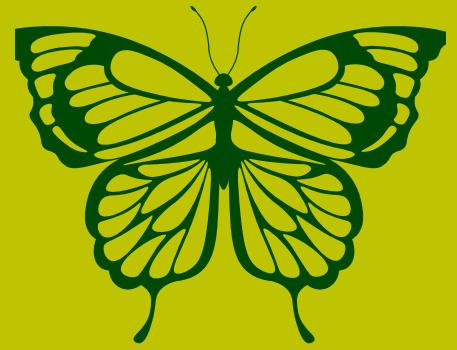
Wireframes

SLOPPY YET SATISFYING



Bonding

<3



DELIVERY

BETA

DECEMBER - FEBRUARY

2024

UI VERSION 1

- Needed to see tracking plan and data catalog at the same time in order to add properties to events
- could be 2 events or hundreds
- Needed to closely associate which properties had been added to which events
- properties could be added multiple times in the tracking plan but associated with different events

Create Tracking Plan | Test-plan-ecommerce 2 Cancel

Map properties to events
Add properties and edit rules to create your tracking plan

Events in tracking plan (45) + Add event

1 Name Tracking Plan
2 Select events
3 Map properties ...
4 Connect to sources
5 Configure

Events String Added Catalog Audit

Products Added Track Conversion 0 properties ... ✓ Allow unplanned properties

Products Selected Track Conversion 0 properties ... ✗ Unplanned properties not allowed

Products Viewed Track Conversion 0 properties ... ✗ Unplanned properties not allowed

Products Added Track Conversion 0 properties ... ✗ Unplanned properties not allowed

paidPlanStartLongname Add
Lorem ipsum set amet description Track Onboarding

paidPlanStartLongNAME ✓ Added
Lorem ipsum set amet description Track Onboarding

paidPlanStartLongNAME ✓ Added
Lorem ipsum set amet description Track Onboarding

paidPlanStartLongNAME ✓ Added
Lorem ipsum set amet description Track Onboarding

paidPlanStartLongNAME ✓ Added
Lorem ipsum set amet description Track Onboarding

paidPlanStartLongNAME ✓ Added
Lorem ipsum set amet description Track Onboarding

Data Catalog

Events Properties

Event API detected 10 events to add to your catalog. [View events](#)
Interactively monetize corporate alignments and fully tested niche markets.

Catalog Audit (10 new)

Events

Name	Description	Category	Type	Unplanned Properties	Tracking plans
paidPlanStart	What is this event used for	Conversion ▲	Track	True	Tracking plan name 1 +2 →
paidPlanUpgraded	What is this event used for	Marketing ▼	Track	True	Tracking plan name 1 +2 →
paidPlanDowngraded	What is this event used for	Marketing ▼	Identify	True	Tracking plan name 1 →
paidPlanCanceled	What is this event used for	Marketing ▼	Identify	True	Tracking plan name 1 →
clickWebApp	What is this event used for	Onboarding ▼	Page	True	Tracking plan name 1 →
sourceCreated	What is this event used for	General ▼	Page	True	Tracking plan name 1 →
destinationCreated	What is this event used for	Conversion ▼	Page	True	Tracking plan name 1 →
connectionCreated	What is this event used for	Onboarding ▼	Screen	True	Tracking plan name 1 →

+ Add event

Data Catalog

Events Properties

Catalog Audit (10 new)

Properties

Property name	Type	Description
propertyname_1	float	Object containing post
page_url	[] number array	Object containing post
post_details	string	the content of t
post_details	string	NA
post_details	string	Array containing
post_details	Array	Array containing
post_details	string	ID of a commer
post_details	string	ID of the comm
post_details	[] array	Number of likes
post_details	integer	ID of users who

DATA CATALOG

Try Pitch

Data Catalog

Events **Properties**

Catalog **Audit (10 new)**

Events

Name	Type	Source
paidPlanStart	Track	
paidPlanUpgraded	Track	
Identify	Identify	
Identify	Identify	
Page	Page	
Page	Page	

Event details

Event name: ads_cnv_app_signup

Description: sample description

Event category: Conversion

Personal Identification Information (checked):
 Hash PII
PII will be automatically hashed before it reaches the destination
 Do not hash PII
PII will reach the destination unhidden

Last seen: 24 Aug 2023 2:37 PM

30 day volume: 2,000

Event details

Event name: ads_cnv_app_signup

Description: sample description

Type: Track

Event category: Conversion

Personal Identification Information (checked):
 Hash PII
PII will be automatically hashed before it reaches the destination
 Do not hash PII
PII will reach the destination unhidden

Last seen: 24 Aug 2023 2:37 PM

30 day volume: 0

Tracking plans (0)

This event doesn't appear in any tracking plans
Once you add a tracking plan it will appear here and show lorem ipsum. [Add this event to a tracking plan](#)

Delete event from data catalog **Delete**

Activity
Created by Eddie on 5/24/23

DATA CATALOG: ADD EVENT

Try Pitch

- Name Tracking Plan
- Select events
- Map properties
- 4 Connect to sources
- 5 Configure

Map properties to events

Add property mapping to events to create a tracking plan.

Events in tracking plan (45)

[+ expand all](#)

▶ Products Purchased Track

Conversion

0 properties ...

✓ Allow unplanned properties

▼ Product removed Track

Conversion

5 properties ...

⊖ Unplanned properties not allowed

Allow Unplanned properties

If the event contains unplanned properties, it will still be tracked.

5 Properties

Property	Type	Description	Required
page_url	string	Table cell text	<input type="checkbox"/>
page_url	string	Table cell text	<input checked="" type="checkbox"/>
page_url	string	Table cell text	<input checked="" type="checkbox"/>
page_url	string	Table cell text	<input checked="" type="checkbox"/>
page_url	string	Table cell text	<input checked="" type="checkbox"/>

▶ Event name 3 Track

Conversion

0 properties ...

⊖ Unplanned properties not allowed

[Add event](#) [Add property](#)

Event

Product removed Track

Object or array

Data catalog

String

page_url ✓ Added

Track the user's current page to understand their browsing behavior and offer context-specific assistance.

name Add

The primary contact point for order confirmations, shipping updates, and promotional communication.

name ✓ Added

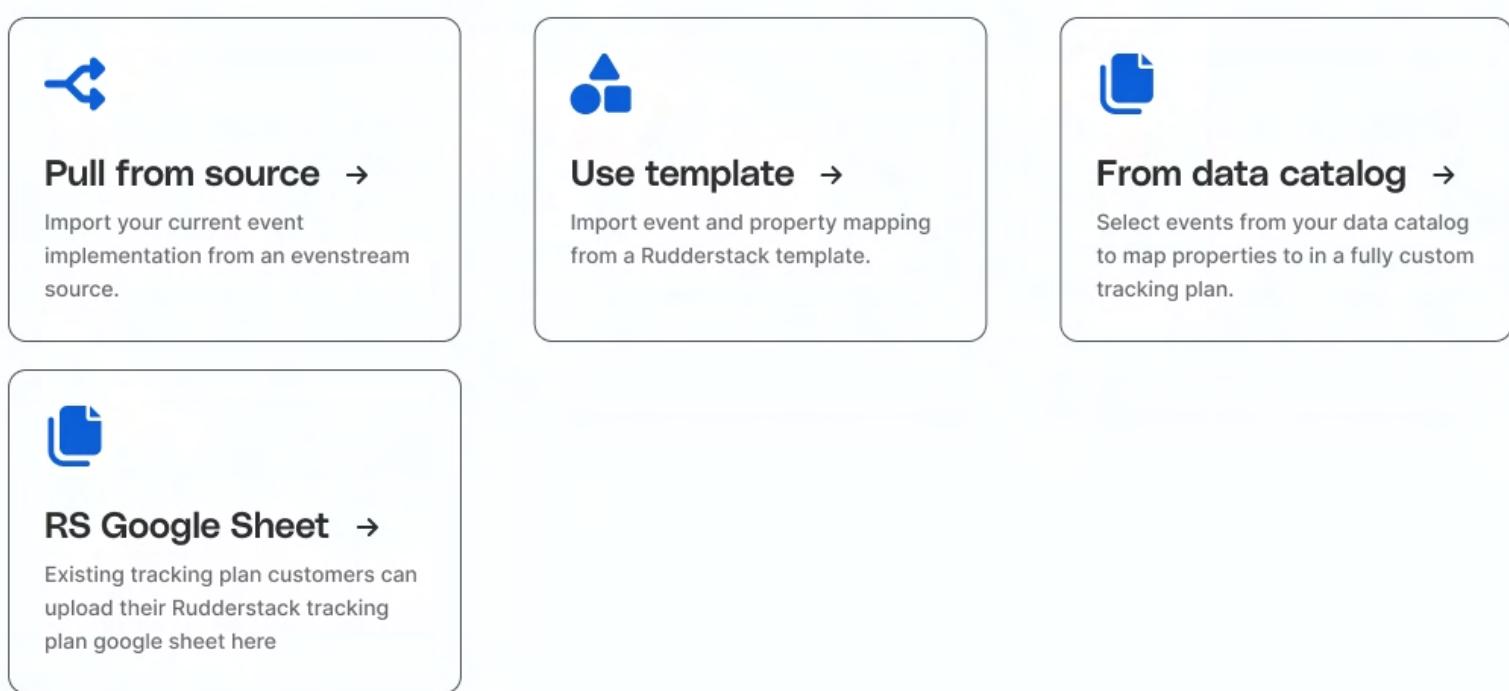
Lorem ipsum set amet description

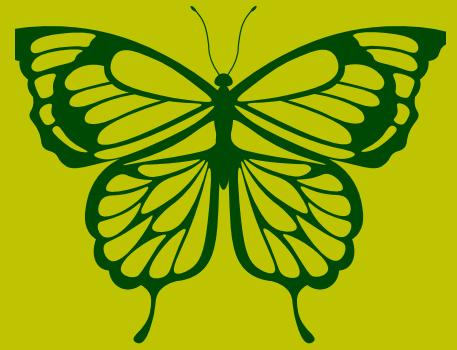
CREATE TRACKING PLAN

UX PHASE 1

DELIVERED

- Basic architecture
- Data catalog
- Data catalog - properties
 - add property
 - view property
 - edit property
- Data catalog - events
 - add event
 - edit event
- Create a tracking plan
- Create from source
- Create from template
- Import events
- Configure events + properties
- Add to pipeline
- Monitor
- Edit connected tracking plan





DELIVERY

POST-BETA

FEBRUARY - MARCH

2024

UI RESTYLING

Edit Tracking Plan | Test-plan-ecommerce 2

Cancel Save

Events (12)

+ Expand all

▶ Product added Track Conversion Allow unplanned 13 properties ...

▼ Products Removed Track Conversion No unplanned 5 properties ...

+ Add properties

Product_ID

property 1 n string This is a property description Optional ...

product 2 n string This is a property description Optional ...

▶ + Really_long_property_name [] Array This is a property description Allow unplanned Optional ...

+ page_url [] Array This is a property description Allow unplanned Optional ...

page_url n string This is a property description Optional ...

page_url n string This is a property description Optional ...

▶ Cart viewed Track Conversion Allow unplanned 10 properties ...

▶ Product viewed Track Conversion Allow unplanned 10 properties ...

Add event Add property

Event

Product removed Track

Object or array

[] page_url ✓

Data catalog properties

Properties Property bundles

n page_url Added

>Lorem ipsum set amet description

n name Added

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

n name Added

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

n name Added

UX PHASE 2

DELIVERED

- Property bundles
- Property nesting
- Implementation
- UI refinement
- Context

The screenshot shows the Rudderstack platform interface. On the left, a sidebar navigation includes: rudderstack logo, Acme & Co. workspace dropdown (Acme-corp-prod), Directory, Connect, Enhance, Monitor, Health, Tracking Plans (selected), Data Catalog, and Settings. At the bottom of the sidebar are 'Product specialist chat' and 'See what's new' buttons.

The main content area shows 'All Tracking Plans / Test-plan-2'. The 'Test-plan-2' card displays three icons and '+2 sources'. Below are tabs for 'Events and properties' (selected), 'Sources (6)', and 'Settings'. The 'Events (12)' section lists two events: 'Product added' and 'Product removed', each with a 'Track' button, conversion metrics (Conversion, 1-week Volume 66,400), and last seen timestamp (4/15/24 2:00 pm PST). A callout box highlights the '5 Properties' section, which lists 'RS Ecommerce bundle' and multiple 'property_1' and 'page_url' entries, each with a description: 'This is a property description'.

At the bottom, another 'Cart viewed' event is listed with similar details.

Try Pitch

Events (12)

+ Expand all

- ▶ Product added Track Conversion
✓ Allow unplanned 13 properties ...
- ▶ Product removed Track Conversion
✗ No unplanned 13 properties ...
- ▶ Cart viewed Track Conversion
✓ Allow unplanned 5 properties ...
- ▶ Product viewed Track Conversion
✓ Allow unplanned 5 properties ...
- ▶ Products searched Track Conversion
✓ Allow unplanned 10 properties ...
- ▶ Product list viewed Track Conversion
✓ Allow unplanned 10 properties ...
- ▶ Product list filtered Track Conversion
✓ Allow unplanned 10 properties ...
- ▶ Product clicked Track Conversion
✓ Allow unplanned 10 properties ...
- ▶ Promotion viewed Track Conversion
✓ Allow unplanned 10 properties ...
- ▶ Promotion clicked Track Conversion
✓ Allow unplanned 10 properties ...
- ▶ Checkout started Track Conversion
✓ Allow unplanned 10 properties ...
- ▶ Checkout step viewed Track Conversion
✓ Allow unplanned 10 properties ...
- ▶ Checkout step completed Track Conversion
✓ Allow unplanned 10 properties ...
- ▶ Payment info entered Track Conversion
✓ Allow unplanned 10 properties ...
- ▶ Order updated Track Conversion
✓ Allow unplanned 10 properties ...
- Try Pitch Order completed Track Conversion
✓ Allow unplanned 10 properties ...

Q

V

Add event

Add property

Event

Select event

Data catalog properties

Ecommerce String C

Properties Property bundles

n name

Add

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

▼ 13 properties

n cart_id n sku n category
n name n brand n variant
a price s quantity n coupon
s position n url n image_url

n name

Add

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

n name

Add

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

n name

Add

Know where your users are to provide relevant shipping options, currency conversion, and localized content.

n name

Add

BUNDLED PROPERTIES

UI VERSION 2

- Thinner event containers
- Icons added to properties
- Snappier

Create Tracking Plan | Test-plan-ecommerce 2 Cancel

✓ Name Tracking Plan
✓ Select events
3 Map properties Events (4) + Expand all
4 Connect to sources
5 Configure

Map properties to events

Add properties and edit rules to create your tracking plan

Product removed Track Conversion No unplanned 5 properties ...

+ Add properties

- Product_ID**
 - property 1** string This is a property description Optional ...
 - product 2** string This is a property description Optional ...
- Really_long_property_name** [] Array Allow unplanned Optional ...
- page_url** [] Array This is a proper... Allow unplanned Optional ...
- page_url** string This is a property description Optional ...
- page_url** string This is a property description Optional ...

Cart viewed Track Conversion Allow unplanned 10 properties ...

Product viewed Track Conversion Allow unplanned 10 properties ...

Events String Added Catalog Audit

paidPlanStartLongNAME Add
Lorem ipsum set amet description
Track Onboarding

paidPlanStartLongNAME Added
Lorem ipsum set amet description
Track Onboarding

paidPlanStartLongNAME Added
Lorem ipsum set amet description
Track Onboarding

paidPlanStartLongNAME Added
Lorem ipsum set amet description
Track Onboarding

paidPlanStartLongNAME Added
Lorem ipsum set amet description
Track Onboarding



DELIVERY

ONGOING

FEBRUARY - NOW

2024

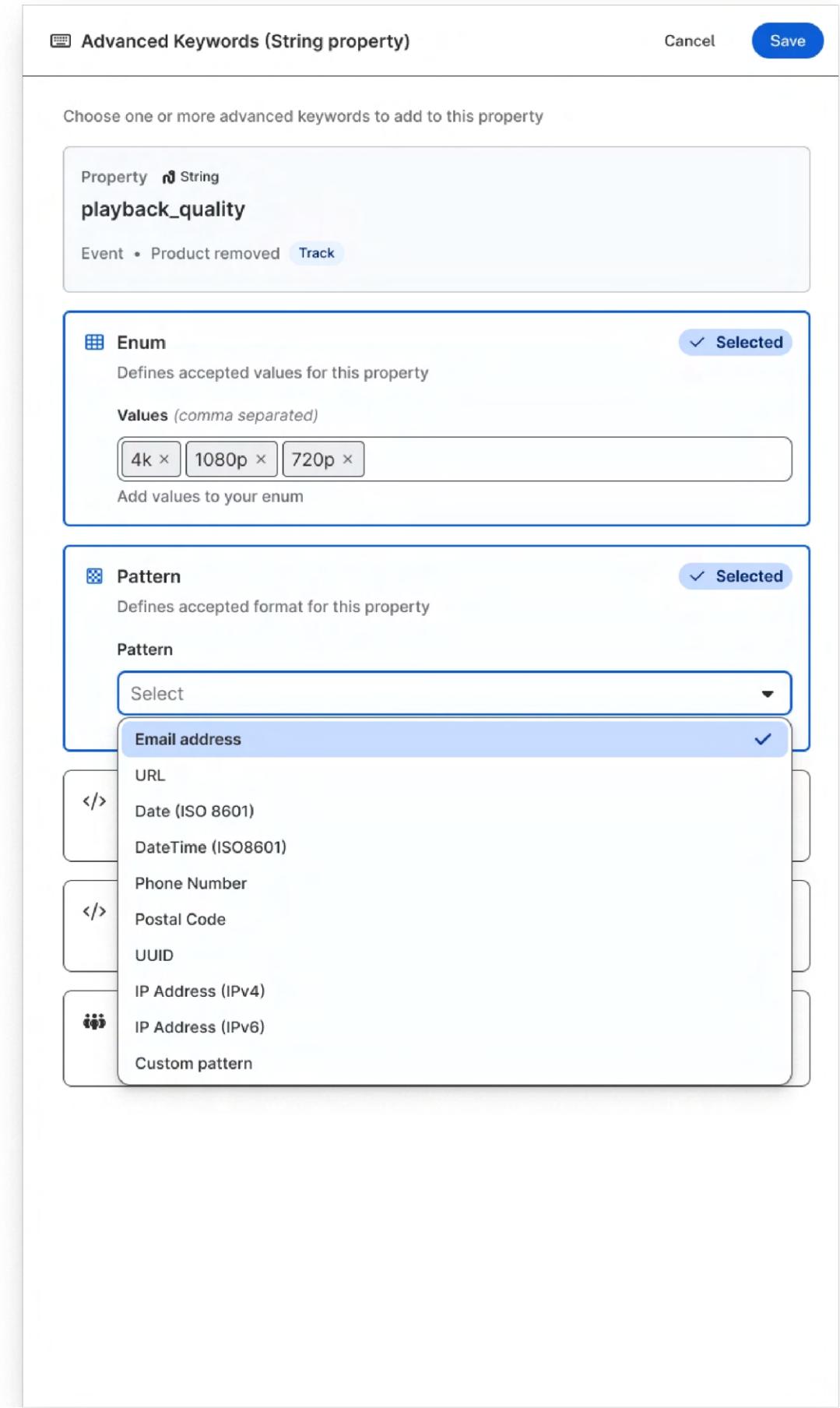
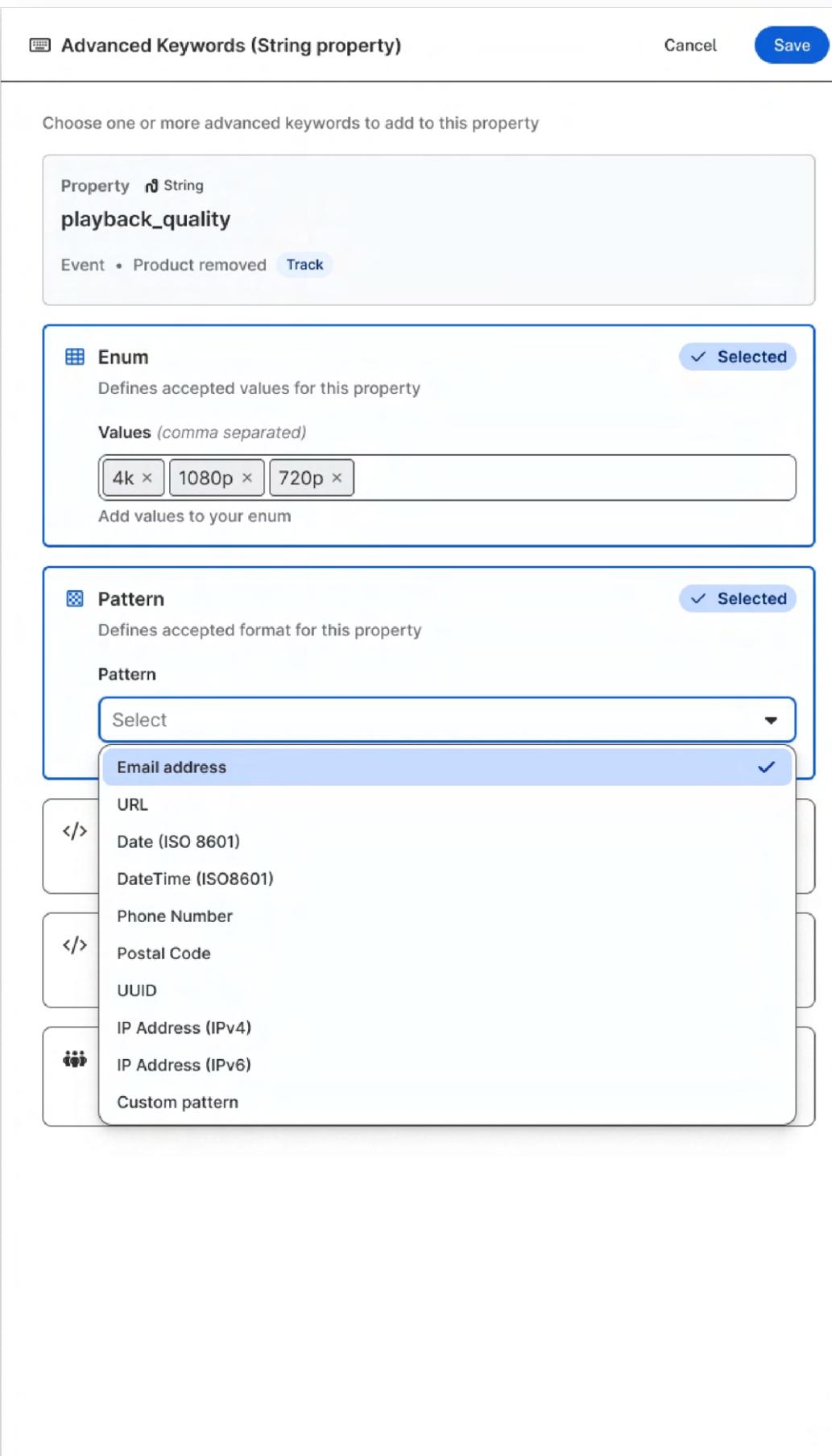
UX PHASE 3

DELIVERED

- Activity tab
- Advanced keywords
- Pipeline context
- UI refinement

```
json
Copy code

{
  "event_name": "User_Action",
  "event_description": "Tracks user actions on the platform.",
  "event_properties": {
    "user_id": {
      "type": "string",
      "description": "Unique identifier for the user."
    },
    "action_type": {
      "type": "enum",
      "description": "Type of action performed by the user.",
      "enum_values": ["login", "logout", "purchase", "search", "view_p"]
    },
    "action_timestamp": {
      "type": "string",
      "format": "date-time",
      "description": "Timestamp when the action was performed."
    }
  }
}
```



rudderstack

All Tracking Plans / Test-plan-2

Acme & Co.

Workspace Acme-corp-prod

Directory

Connect

Enhance

Monitor

Health

Tracking Plans

Data Catalog

Settings

Product specialist chat

See what's new

Docs & support

Get started guide

Try Pitch

ACTIVITY TAB

Test-plan-2  +2 sources

Overview Sources Settings Activity

Tracking plan activity

Feb 24, 2024

Select date → Select date 

 **Tracking plan update**

- Events edited (4)
 - Products Added 
 - Products Added 
 - Products Added 
- Events added (10)
- Events removed (10)  View

Annie - annie@rudderstack.com

 **Settings update**

- Tracking plan name changed to "Test-plan-2"

Annie - annie@rudderstack.com

 **Catalog update**

- Events updated (10)
- Properties updated (10)

Annie - annie@rudderstack.com

Feb 23, 2024

 **Tracking plan created**

Annie - annie@rudderstack.com

View event X

Version 1.14 ▼

Products Selected Track Conversion ✖ Unplanned 5 properties

Saved by Annie 3/3/24 | 1-week Volume 66,400 | Last Seen 4/15/24 2:00 pm PST

5 Properties 🔍 ✖ 🔗 Mapping 🔗 JSON

⋮	_RS_Ecommerce_bundle
▶	page_url n string advanced keywords ○ Optional
▶	page_url n string Table cell text alsjgkasjlgjsklgjslagjlaskgjlajglk... * Required
▶	page_url n string Table cell text alsjgkasjlgjsklgjslagjlaskgjlajglk... ○ Optional
▶	page_url n string Table cell text alsjgkasjlgjsklgjs... ✓ Unplanned ○ Optional
⋮	page_url [] array Table cell text alsjgkasjlgjsklgjs... ✓ Unplanned ○ Optional
▶	page_url n string Table cell text alsjgkasjlgjsklgjslagjlask...

[View event](#) X

Version 1.14 ▾

Products Selected Track Conversion Unplanned 5 properties

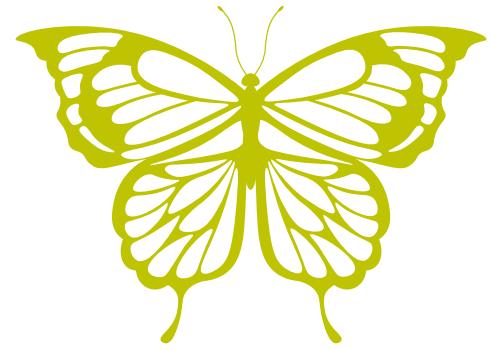
Saved by Annie 3/3/24 | 1-week Volume 66,400 | Last Seen 4/15/24 2:00 pm PST

5 Properties Mapping JSON

```
1 *JSON CODE PLACEHOLDER*
2 {
3     "body": {
4         "XML": {},
5         "FORM": {
6             "data": [
7                 {"user_data": {"external_id": "
```

1
2
3
4
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15
16
17

IMPLEMENTATION



OTHER PROJECTS

FEBRUARY - MARCH

2024

HEALTH DASHBOARD

DELIVERED

- Eng-driven workflow
- Needed a place to see failures quickly
- V1 - getting the basic stats in one place
- Did internal/external calls to understand customer workflow
- Became integral to users' data workflows

The screenshot shows the Rudderstack Health Dashboard. At the top left, there's a sidebar with navigation links: Acme & Co., Workspace (Acme-corp-prod), Directory, Connect, Unify, Monitor, and Health (which is selected). Below the sidebar is a main dashboard area with a title "Health".

The dashboard has a "Overview" section with five large boxes: Event Stream (15, 14 cloud, 1 warehouse, 25 alerts), Reverse ETL (14, 13 failed, 1 aborted), Tracking Plans (20k, 30 Sources, 3 Plans, 0 alerts), Profiles (300, Profile errors), and Models (25, Profile errors).

Below the overview is a section titled "Event stream destinations" with a table. The table has columns: Destination, Events delivered, Failures, Failure rate, and Actions. It lists five destinations, each with a status icon (blue starburst) and a link to "Destination 1".

Destination	Events delivered	Failures	Failure rate	Action
Destination 1	500	200	↑ 20%	61% ↑ 20% →
Destination 1	600	250	↑ 14%	33% ↑ 14% →
Destination 1 <small>Disabled</small>	700	300	↑ 22%	50% ↑ 14% →
Destination 1	800	700	↑ 10%	90% ↑ 10% →
Destination 1	9000	700	↓ 20%	10% ↓ 20% →

At the bottom of the dashboard, there are buttons for "refresh", "1 day", "1 week", and "1 month".

ERROR FLYOUT

DELIVERED

- Multi-step modals were found throughout the site and lacked context
- Distilled multiple modals into one flyout so a user could quickly and efficiently browse data
- Embarrassingly huge customer win

The screenshot shows the Rudderstack Health interface. On the left, there's a sidebar with navigation links: Directory, Connect, Unify, Monitor, and Health (which is highlighted). Below the sidebar are four buttons: Product specialist chat, See what's new, Docs & support, and Get started guide.

The main area is titled "Health" and has an "Overview" section. It displays two large numbers: "Event Stream" (15) and "Reverse ETL" (14). The "Event Stream" section includes sub-counts: "Failing destinations" (25), "14 cloud", and "1 warehouse".

To the right of the overview is a detailed view of a "Validation errors" section for a "Snowflake_test" source. It shows "Alerts (5)" and a specific alert for "Event stream: Tracking plan violation". The alert message states: "Events violating the tracking plan on snowflake source have exceeded the configured threshold of 10%".

Below the validation errors is a table titled "Events and violations". The table has columns: Event name, Event type, Events validated, Violations, Events dropped, and Last occurred. The data in the table is as follows:

Event name	Event type	Events validated	Violations	Events dropped	Last occurred
web_hoo ksourc...	track	2	2	20	2 hours ago
web_hoo ksourc...	track	2	20	20	2 hours ago
web_hoo ksourc...	track	2	20	20	2 hours ago
web_hoo ksourc...	track	2	20	20	2 hours ago
web_hoo ksourc...	track	2	20	20	2 hours ago

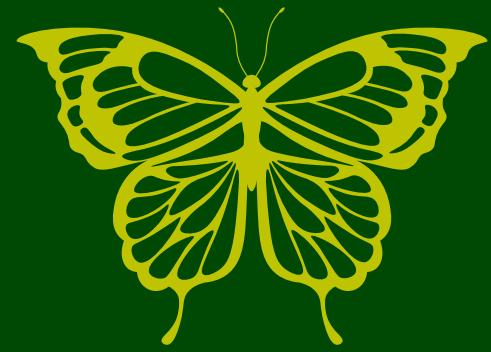
RETL SYNCs REDESIGN

DELIVERED

- Really just a UI lift on an existing page
- Added UX improvements such as the concept of Status Tags and error flyouts rather than modals

The screenshot displays the Rudderstack Retl Syncs Redesign interface. On the left, a sidebar navigation includes 'Acme & Co.' (selected), 'Workspace' (set to 'Acme-corp-prod'), 'Directory', 'Collect' (with 'Connections' dropdown), 'Sources' (selected), 'Destinations', 'Transformations', and 'Tracking Plans'. Under 'Sources', options like 'Unify', 'Activate', 'Monitor', and 'Settings' are listed. A 'Product specialist chat' button is at the bottom of the sidebar.

The main area shows a 'Lead Enrichment' connection to a 'Snowflake' destination. The 'Syncs' tab is active, showing the 'Latest sync' details: Status 'Completed with failures', Sync mode 'Mirror', Type 'Full', Schedule 'Manual', Start time '1/2/2024 11:31 PM', and Duration '2 hours'. A large central box compares the 'Source' (Lead enrichment - Mixpanel) and 'Destination' (Mixpanel - raw). The source has 75,000 rows, 5,000 updates, and 2,000 invalid rows. The destination has 5,000 succeeded and 0 failed. An 'View invalid rows' link is present. Below this is a 'Latest sync graph over time' chart showing data volume over time for three categories: Successfully sent (purple), Terminal failure (green), and Dropped (orange). The chart shows a steady increase in data volume over time.



MY PHILOSOPHY

LESSONS LEARNED

2024

MY BIGGEST STRENGTHS



GOOD TASTE

I value a well-functioning, intuitive product over everything. Simplicity, practicality, hyper sensitivity towards task-achievement beats over explanation, pandering, easter egging - pretentiousness is the ultimate enemy

A practical, stylish product creates "delight"

Cinema, Fine Art, Print design are my biggest visual influences

Automotive, HMI's and codebases are my biggest UX influences



DEEP EXPERIENCE

I've valued a diversity of experience throughout my career and have always striven to stay on the side of innovation.

The internet is undervalued and there is still so much to achieve. We are still so early - laying down the railroad tracks.

Action oriented and takes ownership of the product and user's experience of the company



INFINITE CURIOSITY

I learn from everyone, all the time.

My mentors are my fellow designers of all levels, engineering and execs/founders.

GOALS



MAKE LIFE EASIER FOR PEOPLE

I love b2b software (really) because it makes me happy to make it easier for people to get the things done they need to get done when they're at work.



NEW GENERATION OF UX

Users are more educated, more digitally-native, than ever before

UX paradigms are changing quickly and it's fun to try to keep up

We are at a new paradigm of computing & interaction and i'm excited to keep pushing



UNIFY STARTUP/ENTERPRISE

Seeing the vast gap between the way startups and enterprise business eco-systems work and accomplish things has made me passionate about solving design problems for all, because at the end of the day the users are trying to achieve similar tasks.

THANK YOU



ANNIESOMMER22@GMAIL / 248-410-5711

