


ANN MARIE KERNEN

UX DESIGNER WITH 3 YEARS EXPERIENCE

 [Portfolio](#)

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 Washington, DC

 [LinkedIn](#)

EXPERIENCE

WELLS FARGO (SMALL BUSINESS BANKING TECH)

- **Product Designer** | March 2024 - Present
 - Promoted to Product Designer after first year, leading UX efforts for an initiative to modernize key business applications
 - Designing and iterating wireframes based on stakeholder feedback to balance business goals with user needs
 - Managing cross-functional collaboration with business and engineering stakeholders to deliver technically feasible designs
 - Achieved 90% ADA compliance by spearheading an automated accessibility testing strategy integrated with regression testing tools
- **UX Engineering Associate** | Dec 2022 - Feb 2024
 - Partnered with L1 engineers to optimize UI designs, refine UX copy, and ensure ADA compliance during development
 - Conducted user interviews with strategic user groups to identify pain points and inform design decisions
 - Created wireframes and mockups to secure stakeholder buy-in for proposed design improvements
 - Conducted both manual and automated accessibility audits

FUTURESIGHT DESIGN AGENCY

- **UX Designer** | Sept 2022 - Nov 2022
 - Promoted to full-time UX Designer after completing a successful internship, and supported 3 client accounts in this role
 - Designed a streamlined product return flow, creating a “Turbo Tax-like” experience to simplify complex user interactions.
 - Revamped web and mobile designs for a B2B training platform, leveraging usability testing insights to enhance search and course information pages
 - Redesigned key touchpoints for an auto-retailer, including the About page, sales funnel landing page, and e-commerce checkout flow.
- **UX Design Intern** | June 2022 - Sept 2022
 - Hired as an intern following successful completion of a Springboard Bootcamp project with the agency
 - Created wireframes and hi-fidelity prototypes tailored to client needs, focusing on usability and accessibility
 - Conducted accessibility audits to ensure designs met WCAG 2.1 compliance standards

EDUCATION

GOOGLE CLOUD

Google Cloud Digital Leader Certification - [Credly Badge](#)
2024

SPRINGBOARD

UX/UI Design Certification
2021 - 2022

GEORGE WASHINGTON UNIVERSITY

Bachelor of Art in Sociology
2015 - 2019

AWARDS

GRACE HOPPER SCHOLAR

Grace Hopper Scholarship
Recipient for Women in
Tech Bootcamps
2022

UX SKILLS

- Wireframing
- Hi-fidelity prototyping
- User interviews
- Usability testing
- ADA/WCAG compliance
- Agile
- Stakeholder management
- UX copywriting
- User journey mapping
- Copywriting