

ANN MARIE KERNEN

Washington, DC | [LinkedIn](#) | annmariedesigns.co | ann.kernen@gmail.com | 215.266.1837

EDUCATION

- Springboard** Sep 2021 – Aug 2022
UX/UI Design Career Track Bootcamp - 700+ hours of hands-on course material with 1:1 expert mentor oversight
- The George Washington University** Aug 2015 – Aug 2019
Bachelor of Arts, Sociology with Honors

PROFESSIONAL EXPERIENCE

- Wells Fargo** Dec 2022 – Present
Product Designer (1 year to present)
- Promoted to Product Designer after first year, leading UX efforts to design and build new functionalities for 3 enterprise applications
 - Redesigning 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 in Figma
 - Achieved 90% ADA compliance by spearheading automated accessibility testing strategy via regression testing
- Engineering Associate (UX) (1 year)*
- Partnered with L1 engineers to optimize UI, 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 prototypes in Figma to secure stakeholder buy-in for proposed redesigns
 - Conducted both manual and automated accessibility audits
- FutureSight** July 2022 – Nov 2022
UX/UI Designer at a Digital Design Agency (3 months)
- 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 (3 months)*
- 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

SKILLS + AWARDS

Skills: ADA/WCAG compliance, Agile, copywriting, Figma, hi-fidelity prototyping, journey mapping, persona construction, Salesforce, stakeholder management, usability testing, user interviews, UX copywriting, wireframing

Awards: Grace Hopper Celebration (GHC) 2022 Scholarship Recipient for Women in Tech Bootcamps