ANN MARIE KERNEN

Washington, DC * Linkedin

PROFESSIONAL EXPERIENCE

Freddie Mac | **UX Design Professional** | Oct 2025 – Present

UX designer for myOptigo, Freddie Mac's in-house, end-to-end platform for multifamily loan lifecycle needs

- Acting as an embedded designer for 3 product teams - including an AI-centered "tiger team" - to own full lifecycle UX: prototyping, requirements finalization, design system compliance, and developer handoff
- Facilitating design team's adoption of agentic-coded prototypes as core design deliverable, shortening time to deliver prototyping by an estimated 50%, as well as streamlining design-dev handoff by delivering in code
- Designing AI-powered workflows for internal financial professionals in a high-pressure environment, balancing product goals with technical limitations to design intuitive, trustworthy agentic experiences
- Led UX research deep dive on a complex financial forecasting tool, observing 7 end-users on the job to uncover core friction points preventing adoption and suggest feature enhancements for Product leaders to prioritize
- Owning the user persona layer of the team's AI context library by authoring standardized, research-backed Markdown files, providing AI tools with real context on user needs and domain constraints

Wells Fargo | Engineering Associate → **Product Designer** | Dec 2022 – Oct 2025

Sole UX designer in Small Business Banking Tech, promoted from Engineering Associate in Feb 2024

- Partnered with new AI-focused development team, shaping product strategy/MVP and user experience for standalone AI-powered employee tools
- Designed and iterated wireframes and prototypes in Figma, using product, business, and engineering stakeholder feedback to balance business goals with user needs
- Raised WCAG compliance from roughly 70% to 96% by leading the ADA testing strategy with internal accessibility experts

FutureSight | UX Design Intern → **UX Design Associate** | Jun 2022 – Nov 2022

Entry-level designer at a boutique UX agency, brought on as an intern, hired full time after 3 months

- Designed a streamlined customer return flow, creating a "TurboTax-like" experience to simplify and fully digitize a complex, fragmented business process
- 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

EDUCATION + CERTIFICATIONS

Springboard | UX/UI Design Career Track | Sep 2021 – Aug 2022

The George Washington University | BA Sociology with Honors | Presidential Scholar | Aug 2015 – May 2019

Certifications: UX Design for Agentic AI (Maven, 2026); Master UX Design for AI Applications (Human-Centered AI Institute via Maven, 2025); Google Cloud Digital Leader (Google, 2024)

SKILLS + AWARDS

Design & Research: Wireframing, prototyping, usability testing, qualitative research synthesis, affinity mapping, persona development, accessibility/WCAG, design systems (Figma libraries and coded components), user research

AI & Prototyping: AI-assisted prototyping, context engineering (authoring agent skills, steering/context files), Figma-to-code and code-to-Figma workflows, basic dev environment setup

Tools: Figma, Claude Code, Figma Make, Amazon Q, GitHub Copilot, VS Code

Awards: Grace Hopper Celebration 2022 Scholar (AnitaB.org), awarded to young women seeking careers in tech