

Anna Maria Wagner

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UI / UX Designer

Seasoned UI/UX designer delivering award-winning, user-focused digital solutions. Crafts innovative, cohesive visual identities and intuitive designs for global products. Designs personalized user experiences seamlessly integrating both functionality and style. Skilled in leading end-to-end design processes, from research and usability testing to prototyping and high-fidelity UI designs. Adept at collaborating with cross-functional teams to create engaging, accessible, and data-driven designs that align with brand standards and customer needs. Bi-lingual in English and Polish.

Areas of Expertise

- **Design Expertise:** Visual design | branding | graphic design | visual storytelling.
- **Digital Design:** User interface design | user experience | web design | interaction design | digital file optimization | digital imaging | video editing | animation | postproduction.
- **Art Direction:** Photography | film | illustration | animation | packaging.
- **Design Tools:** Adobe Creative Suite - Photoshop | Illustrator | InDesign | Acrobat | After Effects | Premiere Pro.
- **Prototyping:** Figma | Sketch | InVision | Adobe XD.
- **Processes:** Design systems | research | customer-centered design | workflow/process design | frameworks | presentation building | creative strategy | stakeholder communication.
- **Methodologies:** Design Thinking | Customer Centered Design | Agile.
- **Collaboration:** Cross-functional teamwork | creative feedback integration.
- **Collaboration Tools:** Jira | Microsoft Teams.
- **Presentations:** PowerPoint | Google Slides | Keynote.
- **Soft Skills:** Empathy | communication | collaboration | problem-solving | adaptability | time management | leadership | accountability | attention to detail | multitasking | critical thinking | resilience.

Experience

General Motors, Warren, MI
Senior UI/UX Designer

July 2008 - August 2024

- Spearheaded design direction for award-winning global infotainment systems, ensuring brand alignment across multiple automotive platforms. Collaborated with cross-functional teams to achieve high-quality design execution and create seamless user experiences.
- Created design solutions for Cadillac, Chevy, Buick, and GMC, crafting cohesive touchscreen apps, digital clusters, and heads-up displays that elevated the customer experience.
- Participated in end-to-end design processes, including user research, benchmarking, interaction modeling, creating low and high-fidelity prototypes, validation, and marketing communication.
- Designed visually compelling and user-centric digital applications, leveraging insights from usability testing and user feedback.
- Developed brand-specific, reusable design systems, templates, and workflows that enhanced team efficiency.
- Delivered engaging presentations to stakeholders, aligning creative concepts with business objectives.
- Delivered creative solutions across omnichannel projects, meeting tight deadlines without compromising quality.

Key Achievements

- Participated in the design of multi-brand infotainment systems, earning industry recognition for innovation and usability.
- Produced award-winning interfaces, aligned with unique brand identities.
- Successfully led a cross-functional team to develop an award-winning automotive interface.
- Delivered successful design solutions for globally distributed products valued in the billions, contributing to organizational growth and market leadership.

Additional Relevant Experience

Color Bars Communications, Warren, MI - Post Production Editor - Digital imaging, video editing, sound editing, and animation of TV commercials, infomercials, and promotional and educational videos. Developed animations and sound edits for regional campaigns, boosting client visibility.

Education

Associate of Applied Science – Media and Communication Arts - Interactive Web Media

Associate of Applied Science - Graphic and Commercial Art - Digital Art and Animation - Macomb Community College

Master of Arts (Education) - Marie Curie - Sklodowska University.

A self-motivated learner with a strong focus on continuous improvement in digital design and accessibility practices. Currently enhancing transferable skills to ensure applicability across multiple platforms and adaptability to diverse industries.