# **Anna Maria Wagner**

Detroit, MI | 248-260-6066 | design.solutions@annamariawagner.com LinkedIn - Anna Maria Wagner | Portfolio: www.annamariawagner.com



# 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.