

# ANNAMARIE TRANK

## Sr. User Experience Designer

Long Beach, CA | annamarietransdesign.com

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### SUMMARY

Senior UX / Product Designer with 8+ years of experience building and scaling mobile and web products in fintech and banking. Specialized in complex workflows, 0>1 product design, and design systems used by hundreds of thousands of users.

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### WORK EXPERIENCE

#### Genius Bank | Remote

#### Sr. User Experience Designer

January 2023 - January 2026

- Promoted to Senior Designer in recognition of ownership over core product flows and design system contributions.
- Led end-to-end UX/UI design for core mobile and web banking experiences, shaping foundational product architecture and supporting growth to 250,000+ users.
- Owned end-to-end design for complex, high-risk financial flows (Transfers, Loan Payments, Transactions, Remote Deposit), balancing regulatory constraints, error handling, and usability to drive 100,000+ successful user actions.
- Played a key role in a major product rebrand and UI modernization, extending web features to mobile and improving visual consistency, clarity, and usability across platforms.
- Co-led the creation of a scalable design system, defining component standards, interaction patterns, and a redesigned color system to support long-term product growth, accessibility, and multi-platform consistency.
- Mentored junior designers through design critiques and workflow reviews.
- Influenced product strategy by using early concepts and prototypes to shape requirements before formal definition across product and engineering teams.

#### User Experience Designer

April 2022 - January 2023

- Established and implemented ADA accessibility standards across all design work, creating a scalable ADA tagging system to ensure compliance and inclusive, enterprise design practices.
- Led user research and usability testing to validate design decisions, uncover friction points, and refine product experiences.
- Partnered closely with product, mobile and web engineering, and project teams to deliver cohesive experiences, streamline handoff, and accelerate feature development.

## **USAA | Remote**

### **User Experience Designer**

August 2021 - April 2022

- Owned and evolved the end-to-end Disputes experience, continuously refining a mission-critical, high-stakes flow within a highly regulated financial environment.
- Led user journey mapping and conducted user interviews to understand emotional pain points and identify friction throughout the disputes process.
- Designed solutions focused on reducing friction and emotional stress, improving clarity, confidence, and ease of completion for users.
- Worked within an Agile environment, partnering closely with product owners, engineering, and business teams to iterate on designs, support sprint planning, and deliver compliant, user-centered solutions.

## **Jonesen | Remote**

### **Web UX Designer**

January 2020 - February 2022

- Designed and delivered end-to-end client websites, owning UX strategy, visual design, and build execution using WordPress.
- Led discovery and user research to inform design decisions across multiple client projects.
- Collaborated with stakeholders to translate business goals into user-centered digital experiences.

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## **EDUCATION**

### **Bachelor of Science in Graphic Design**

John Brown University, Siloam Springs, AR

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## **CERTIFICATES**

Figma Advanced — Noble Desktop (2025)

Figma Bootcamp — Noble Desktop (2025)

UX Foundations & Accessibility — The Graphic Design Foundation

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## **SKILLS**

Product & UX Design · UX/UI Design · Design Systems · Interaction Design · Information Architecture · User Research · Usability Testing · Accessibility (ADA/WCAG) · Mobile & Web Design (iOS, Android) · Fintech & Banking Products · Cross-Functional Collaboration · Agile · Figma · FigJam · Adobe Creative Suite