

ANNAMARIE TRANK

Principal Product Designer

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SUMMARY

Principal Product Designer with 9+ years leading product strategy, UX design, and design systems for complex products across public safety, fintech, and banking. Impacted 300,000+ users through accessible, scalable experiences that simplify high-stakes, regulated workflows.

WORK EXPERIENCE

Intterra | Remote

Principal UX Designer

February 2026 – July 2026

- Led UX strategy and execution for two public safety products as the most senior design leader in the organization, defining the product vision for both AwareCA (a mobile app delivering real-time emergency alerts and incident information from California's public safety agencies) and Intelhub (a platform unifying operational data across command points for public safety leaders).
- Served as the senior design leader across the product team, establishing UX standards, mentoring engineers, and influencing product direction from discovery through delivery.
- Built two design systems from the ground up, establishing reusable components and token architecture that accelerated engineering delivery and created consistency across two public safety products.
- Designed geospatial map experiences across both platforms, including a 30+ icon system for incident types, ADA-compliant polygon and color standards, and layer filtering/legend systems tailored to each platform's screen size and user needs
- Designed the design-to-development workflow, creating a standardized Jira process that reduced ambiguity and improved delivery consistency between design and engineering.
- Established accessibility standards across two products, training engineering teams and embedding WCAG best practices into the development process.
- Built internal design capability by training developers on Figma, reducing handoff friction and improving design fidelity in production.
- Authored detailed design specifications as Jira tickets, ensuring engineering had clear, actionable requirements for every release.

Jenius Bank | Remote

Senior UX Designer

January 2023 – January 2026

- Led end-to-end UX/UI design for core mobile and web banking experiences, shaping foundational product architecture and supporting growth to 200,000+ users.
- Promoted to Senior Designer in recognition of ownership over core product flows and design system contributions.

- 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 70,000+ successful transfers and loan payments.
- 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
- 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.

UX 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

UX 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.
- 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

UX Designer

January 2020 – February 2022

- Designed and delivered end-to-end client websites, owning UX strategy, visual design, and build execution using WordPress.

EDUCATION

Bachelor of Science in Graphic Design

John Brown University, Siloam Springs, AR

CERTIFICATES

Figma Advanced – Noble Desktop (2025)

UX Foundations & Accessibility – The Graphic Design Foundation

SKILLS

Figma · Sketch · Stark · Adobe Creative Suite · HTML/CSS · Claude · ChatGPT · JIRA · Miro · Slack · Google Suite · Microsoft Office · UserZoom · Wordpress · Mobile App Design (iOS, Android) · Web Design · User Research · Usability Testing · Wireframing · Prototyping · Design Systems · Information Architecture · (ADA/WCAG) · Fintech & Banking Products · Startups · Cross-Functional Collaboration · Agile