

Anna Rippert

UX Designer

✉ anna.rippert@gmail.com
♥ www.annarippert.com
☎ 561-927-6773

EXPERIENCE

UX Designer / Amazon

Mar 2024 to Present / Seattle, WA

- Designing agentic AI experiences that transform passive seller tools into autonomous business assistants, empowering millions of global sellers on Amazon
- Led UX design and research for Amazon's Transparency product, delivering a payment system forecasting \$800K in operational savings and an analytics dashboard that reduced product returns by 15% and improved supply chain defect identification.
- Pioneered a Generative AI-powered product-tour onboarding experience, automating React code creation projecting to significantly reduce engineering resources by 25%.
- Collaborate cross-functionally with product managers, engineers, and UX Writers to drive user-centered design solutions that balance business goals with user needs.

UX Engineer Intern / BMW Group

Sept 2023 to Mar 2024 / Mountain View, CA

- Contributed to next-generation BMW vehicle experiences, integrating personal devices with in-car panoramic interfaces and infotainment systems.
- Developed high-fidelity, interactive prototypes using ProtoPie, showcasing innovative features such as facial recognition, voice activation, and context-sensitive content to elevate immersive in-car user experiences.
- Led the redesign and implementation of BMW's mobile and smartwatch app using SwiftUI, resulting in significant improvements to functionality, usability, and UX.

UX Design Intern / Amazon

May 2022 to Aug 2022 / Seattle, WA

- Led the initial design of the Brand Registry Homepage using Figma, providing brands with account summaries, protection services, and key action items, resulting in 128.6k eliminated customer contacts and \$1M in savings.
- Orchestrated 3 cross-functional workshops, engaging 6 departments to align homepage goals with diverse stakeholder needs.
- Designed 4 concepts for nudge mechanisms to boost user engagement with homepage action items; collaborated with UX Researchers to conduct concept testing with 8 brands.

Interaction Design Research Intern / Human-Computer Interaction Institute,

Carnegie Mellon University

June 2021 to Aug 2021 / Remote

- Redesigned Cognitive Tutor Authoring Tools (CTAT), enhancing UX for educational researchers to create AI-powered tutoring systems without extensive programming.
- Collaborated with engineers to implement features like autosaving and advanced graph commands, increasing CTAT's usability by 80% based on user research.

UX/UI Design Intern / Dadel

June 2021 to Aug 2021 / Remote

- Designed a secure desktop application based on the research conducted with 20+ nonprofit organizations enabling secure data exchange between users.

Game Development Lead / Neurosyense

Sept 2020 to June 2021 / Remote

- Programmed interactive 3D games in Unity that assessed collaborative skills and created comprehensive behavioral profiles for candidates, enhancing team-based hiring strategies for companies.

PROJECTS

UX Designer / University Hospitals (CMU Capstone)

Jan 2023 to Aug 2023 / Pittsburgh, PA

- Led the redesign of clinicaltrials.gov in collaboration with Dr. Bryan Carroll, improving access to clinical trials for aggressive melanoma patients and providing oncologists with curated trial recommendations, enhancing patient enrollment efficiency.
- Developed interactive prototypes and a front-end React application based on comprehensive research conducted with oncologists and medical directors.

EDUCATION

Carnegie Mellon University

Aug 2019 to May 2023 / Pittsburgh, PA

BS in Information Systems
Additional Major in Human-Computer Interaction
Minor in Game Design

Cumulative GPA: 3.76/4.0
University Honors

New York University, Tisch School of the Arts

Aug 2018 / New York, NY

Game Design, Game Development, Game Literary

SKILLS

Design Systems
Design Thinking
Information Architecture
Interaction Design
Prototyping
Responsive Web Design
Storyboarding
Usability Testing
User Flows
User Research
Wireframing

TOOLS

Balsamiq
Figma
HTML / CSS
InVision
Java
Javascript
Maya
ProtoPie
Python
React
SQL
SwiftUI

LANGUAGES

English
German