

Jeanne E. Annpark

Product Designer

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Experience

UX Designer

FEB 2022 - PRESENT

Amazon Alexa Personality

- Designed features for Alexa Personality's internal tool to support horizontal adaptation, personalization of content, and content creators
- Developed the visual design, design direction, and strategy for the Barbie theme, which saw 1MM+ enablements with a 4.3/5 star rating
- Launched Family Updates card designs that delivered 42% growth of the recognizable profile, and saw Visual ID growth of 132%
- Created documents for stakeholders including but not limited to: wireframes, interactive prototypes, feature write-ups/documentation, error message documentation
- Explored relevant user, technical, and business components to navigate the team through design trade-offs
- Worked with product owners, developers, and project managers to ensure user experience was consistently considered
- Actively connected with customers via weekly feedback sessions, shadowing customers, surveys and other user research

UX Design Intern

JUN 2021 - SEPT 2021

Amazon Alexa Personality

- Collaborated with product and tech teams to develop use cases and high level requirements for an ambiguously defined feature
- Improved functionality by 85% with high-fidelity Figma prototype in usability studies
- Produced 7 iterations, validated designs with 17 user interviews, 7 usability studies, logic flows, personas, and integrated feedback from Alexa designers, developers, research scientists, and PMs
- Launched a delightful Kid's CX voice experiment leveraging Speechcon functionality for testing

Product Designer

JUN 2019 - NOV 2021

DALI Lab

- Led teams of user researchers and designers, handled primary partner communications, and strategized feature prioritizations utilizing 10-week agile sprints to create effective minimum viable product timelines
- Spearheaded design decisions for 14 client projects including mobile, web, AR/VR, and voice platforms

Skills

Research

Competitive Analysis, Surveys, Usability Testing, User Interviews, Workshop Creation & Facilitation

Design

Information Architecture, Interaction Design, Prototypes, Storyboards, User flows, Wireframes

Tools

Figma, Sketch, Adobe CC (Ai, Ps), Zeplin, Zenhub, Python, HTML / CSS

Education

Dartmouth College

2017 - 2021

B. A. Cognitive Science

Human-Computer Interaction, Concentration

Human-Centered Design, Minor

Leadership

Design Mentor

DALI Lab

- Facilitated workshops and hosted 1:1 meetings to teach lab members concepts such as feature specifications, user research methodologies, user flow diagrams, and design principles

CORE Leadership Team

DALI Lab

- Worked with fellow CORE members to analyze lab operations, identify challenges, and develop potential solutions
- Supported the hiring process by screening applications, interviewing candidates, and contributing to final decisions

Design Thinking Teaching Assistant

Thayer School of Engineering

- Guided over 250 undergraduate students in learning and applying core design thinking principles
- Strategized with professors and fellow teaching assistants to improve the material and design of the course

UI/UX Design Teaching Assistant

Dartmouth Computer Science Dept.

- Advised undergraduate students in learning foundational user experience and user interface design principles and tools
- Helped facilitate the modification of the experiential project-based course into a remote learning format

Interests

Ethical Design

Accessible Design

Artificial Intelligence

Sustainability

Road Trips

Shrek 1 & 2