



Annika Soto

Product Designer

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About

I'm a passionate Product Designer located in Frankfurt am Main striving to create intuitive and engaging experiences. Every project I take on is a chance to connect, solve real problems, and make digital experiences more human.

Work experience

2022 – present

Senior UX Designer

Designed and optimized user experiences for leading automotive brands, collaborating with cross-functional teams to translate complex requirements into streamlined, customer-focused solutions.

Experience One AG, Frankfurt am Main

2019 – 2022

UX Architect

Elevated the traveller experience for Lufthansa Group by crafting user-centered concepts that simplified complex travel processes into seamless journeys from booking to arrival at destination.

SYZYG AG, Frankfurt am Main

2017 – 2018

Junior UX Designer

Developed a consulting app for field sales teams to streamline customer advisory processes and improve on-site experience.

compeople AG, Frankfurt am Main

Education

2023

UX Thinking workshop

artop - Institute at the Humboldt University
Berlin

2012 – 2016

Media design (BA)

Furtwangen University

UX/UI Skills

User Research
Information Architecture
Interaction Design
Conversational UX
Design Thinking
Wireframing
Prototyping
Design Systems
Interface Design
Usability & Accessibility
Co-creation
Workshop Moderation

Tools

Figma
Sketch
ProtoPie
Axure
Zeplin
Storybook
Lovable
Miro
Adobe Creative Suite
Condens

Front-End Skills

HTML
CSS

Languages

German - Native (C2)
English - Fluent (C1)
French - Intermediate (B1)