

SONJA SCHENKE

Lead UX Designer | Design Systems & AI-Assisted Experiences

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EXPERIENCE

Lead UX Designer

AT&T Mobility 📅 2013 - 2026 📍 Greater Atlanta Area

UX/UI Design | Design Systems | Product Design | Conversational AI

- Designed and optimized digital experiences for enterprise-scale web and mobile applications serving millions of users, working alongside 2 other UX designers.
- Created and maintained scalable design systems, reusable Figma component libraries, and standardized UI patterns across 15+ digital products to reduce inconsistencies, support adoption across products, save time, and enable faster delivery.
- Designed AI-assisted conversational experiences, including virtual assistants, chatbot interactions, and complex customer journeys.
- Collaborated with product managers, developers, and stakeholders to translate complex business requirements into intuitive, user-centered solutions.
- Created complex customer workflows for mobile upgrades, device activation, account management, and customer support.
- Developed high-fidelity prototypes, interactive user flows, and reusable Figma components to support implementation.
- Conducted UX evaluations, usability testing, and design reviews to identify opportunities for improvement and improve accessibility.
- Partnered with engineering teams to maintain design consistency and quality throughout development.

Senior Visual & Web Designer

Band Digital 📅 2008 - 2011 📍 Atlanta, GA

Visual Design | Web Design | UI/UX Design | Digital Marketing

- Designed websites, microsites, email campaigns, and interactive digital experiences under the Senior UX Designer, with an emphasis on usability and visual communication.
- Created application concepts, iconography, digital advertising, and promotional materials across web and print.
- Received the 2010 WMA WebAward for Outstanding Achievement in Web Development for the AT&T Web Hosting website.

Graphic & Web Designer

Freelance 📍 Greater Atlanta Area

Graphic Design | Web Design | Branding | Digital Marketing

- Designed websites, digital experiences, and marketing materials for businesses and individual clients.
- Developed e-commerce experiences, visual identities, and promotional campaigns across digital and print platforms.
- Led website redesigns, e-commerce implementations, and digital content initiatives to improve user engagement and brand visibility.
- Managed graphic design, website design and development, product photography, and social media content for Paris on Ponce (2003–2018), a 50,000-square-foot antique marketplace with 30+ vendors.

EDUCATION

Associate of Arts, Interactive Media and Web Design

The Art Institute of Atlanta 📅 2006 - 2008

SUMMARY

UX Designer with 18 years of professional experience creating intuitive digital experiences across web and mobile platforms. Specializing in design systems, complex user flows, and scalable UI solutions. Skilled in Figma, prototyping, and AI-assisted experiences, with a strong visual design background and a knack for simplifying complexity.

SKILLS

UX & Product Design

UI/UX Design, Interaction Design, Visual Design, Information Architecture, User Flows, Wireframing, Prototyping, Responsive Design, Accessibility, Data-Driven Design, E-commerce, Email Campaigns, Web Development

Design Systems

Component Libraries, Figma Variables, Design Tokens, Auto Layout, Design Documentation, Design QA

Tools & Technologies

Figma, Adobe Creative Cloud, GitHub, Claude & Claude Code, Cursor

AI & Conversational UX

Conversational AI, AI-Assisted Experiences, Chatbot & Virtual Assistant Design, AI Prototyping, Prompt Engineering

Collaboration & Process

Design Thinking, Cross-Functional Collaboration, Agile, A/B Testing, Usability Testing, UX Audits, Developer Handoff, Stakeholder Communication

STRENGTHS

 **AI-Assisted UX:** Crafting intuitive conversational AI experiences.

 **Design Systems:** Building scalable, consistent UI components.

 **Complex UX:** Simplifying intricate workflows and requirements.

 **Visual Design:** Designing polished, intuitive experiences.