

ANNA ALMBERG

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PRODUCT DESIGN LEADER

San Francisco-based design leader building thoughtful, authentic teams that ship great products. Most recently Director of Product Design at Oracle, owning the design for the company's customer service SaaS products with a focus on AI-first experiences. An analytical, systems-minded problem solver with a background in math and physics. Previously led design consulting projects across the US, Sweden, Brazil, Germany, and Switzerland.

EXPERIENCE

Oracle | Redwood Shores, CA

Director of product design

2022 - 2026

- Partnered with a 900-person product org to reimagine [Oracle's customer service cloud applications](#) across customer service, field service (including routing and dispatch), knowledge management, and self service — transforming siloed data-entry UIs into connected, guided experiences grounded in real, observed customer problems.
- Streamlined the core customer service product offering from four separate products to one unified product across B2B and B2C, Service Center, now used by 1,000 customers (and growing).
- Helped transition 13K Oracle support engineers onto Service Center from a bespoke portal.
- Shipped two fully agentic apps built in [Oracle's AI Studio](#) and set the strategic design direction for future agentic apps.
- Designed two [Fusion Claws](#), one focusing on helping the field service operations manager handle strategic resource planning proactively, and one helping the customer service manager monitor and improve automation. Both ship late 2026.

Senior manager of product design

2019 - 2022

- Built the customer service design team from the ground to eight designers.

Principal product designer

2017 - 2019

- Designed products across sales and customer service using Redwood, Oracle's emerging design philosophy and system.

Freelance UX designer | San Francisco Bay Area

2015 - 2016

Design consulting across various industries:

- Designed a new value-based investment product for **Motif Investing**, former fin tech startup.
- Designed an order management system for **FATHOM Manufacturing**, a B2B 3D printing studio.
- Redesigned strategic components of **Salesforce's** Help & Training Portal.

Parent | San Francisco Bay Area

2009 - 2014

- Raised two amazing kids (now in high school).

Lead interaction designer at LBi | Gothenburg, Sweden

2005 – 2009

- Led the UX design team for one of Sweden's major design consultancies, including the interaction design for Volvo.com's complete web redesign, spanning 400+ websites across 68 countries.

Cognitive designer at DiamondCluster | Chicago, IL

2001 – 2005

- Led design for a number of projects including Brazil's first internet only bank and T-Mobile's corporate mobile data platform in Germany.

Human factors engineer at Volvo | Gothenburg, Sweden

1998 – 2000

- Designed and tested in-vehicle interfaces for cars and trucks with a focus on safety as part of Volvo's R&D division.

EDUCATION

Master of Science in Physics, Chalmers University of Technology Gothenburg, Sweden	1998
Graduate studies in laser technology, Universidad Politécnica Madrid, Spain	1997
Summer research assistant, Cornell University Ithaca, NY	1996

LANGUAGES

Swedish (native), English (fluent), Spanish (conversational), French (basic)