

anne mashimo

Principal Product Designer • Lead Designer

I'm a design leader who **thrives in ambiguity** and builds clarity through strategy, storytelling, and sharp execution. With 8 years of experience, I **tackle complex, high-stakes problems** with curiosity, tenacity, and a **bias for action**. I turn **vision into roadmaps, roadmaps into results** by bridging business goals and technical realities with precision. Whether navigating **30,000 ft strategy or 5,000 ft detail**, I **move fast, think critically, and lead with empathy**. I'm known for pushing boundaries, elevating voices, and delivering bold user experiences that don't just meet expectations but shift them. My approach favors momentum over perfection and solutions that solve the problem and move the product forward.

EXPERIENCE

SENIOR PRODUCT DESIGNER • PLAYON! SPORTS • 01/2025 – PRESENT

Lead Product Designer – NFHS Network (PlayOn! Sports)

Orchestrated and executed **end-to-end UX modernization** for a national high school sports streaming platform after a gap in design leadership.

- **Rebuilt the design system** for accessibility, scalability, and shared component use positioning for cross product alignment
- Conducted design reviews of designer work and **mentored** other designers
- Aligned **UX needs with development and business goals**
- Set the UX foundation that enabled marketing to apply brand updates without rework of core design system
- Introduced phased implementation and component strategy to support **continuous modernization** of platform
- **Led iOS app redesign** and implementation
- Shipped the platform's largest UI update to date
- Drove **9.5% lift in conversion** and **6.6% ARPU increase** from one research-backed design change

SENIOR UX DESIGNER • INVESCO • 02/2024 – 01/2025

Promoted to lead UX and product strategy for Invesco's GenAI platform, **owning platform design**, feature roadmap, and performance outcomes. Set **UX vision across squads**, aligned strategy with firmwide AI goals, and drove discovery. Mentored junior designers and PMs. Guided cross-functional execution and **influenced executive direction**.

- Elevated GenAI platform from basic tool to **enterprise solution** through **continuous research and iteration**
- Defined a differentiated UX **roadmap addressing unmet needs and market gaps**
- Wrote and tested **system prompts** for 2 key features bridging novice and expert usage
- **Boosted adoption** using an 80/80 model and user-driven feature prioritization
- Improved product quality by **facilitating cross-functional ideation** and aligning teams around **outcomes not outputs**.
- Raised the **NPS score** for the internal GenAI platform by **14 points in 3 months** with research-based improvements.
- **Directed design thinking and execution for all Invesco Gen AI initiatives**.
- **Defined the boundaries, MVP scope, and execution for the largest GenAI initiative** which enabled AUM growth from **\$2.2B to \$9B+** for just one team, cutting task **cycles by 7 days**, and driving strong user satisfaction with **no UI changes needed in first year and a half**.
- Shaped the **Generative AI strategy with leadership** for direction uniquely tailored to Invesco's goals.
- Aligned product development with **market trends and user research**, enabling 70% of users to solve 70% of their problems with out-of-the-box features.

UX DESIGNER • INVESCO • 12/2021 – 02/2024

Advanced UX maturity and strategy and enacted AI-enhanced workflows, user-centered research, and high-fidelity prototyping. Led user persona and journey map creation to **align stakeholders and guide development**. Transformed inconsistent design into a **cohesive, modern system** across products with product and tech teams.

- Established and **streamlined design ops** processes and accelerated design iteration by implementing best practices into UX strategy.
- Integrated AI tools into workflow to boost efficiency and focus on high-impact UX activities
- **Unified design system** via Sketch, Figma, and developer-aligned Storybook components
- **Rebranded global innovation program** to update brand and scale
- Spearheaded **business-wide innovation sessions** to create tools and processes that improved efficiency, cut staffing needs, and expanded AUM capacity without added resources
- Established responsive design frameworks to ensure consistent user experiences across **responsive apps**.
- **Co-developed AI education** content with Head of Data Science; oversaw video production to align messaging and design intent

UX/UI DESIGNER • FREELANCE ROLES • 11/2020 – 11/2021

Delivered UX/UI solutions that balanced functionality and visual appeal, aligning design, business, and marketing goals.

- Redesigned nonprofit site for accessibility, brand consistency, and content manageability
- Increased conversions through stakeholder interviews and targeted UX updates
- Set up CMS and Airtable databases to support client-managed content
- Expanded services into marketing, creating promotional content and business-aligned goals

PREVIOUS EXPERIENCE

Includes Web & Brand Consultant for Intelego. Partnered with small businesses to elevate online user experiences and visual communication.

SKILLS

UX Leadership and Strategy | Product Design | Product Management | Product Design | Interaction Design | User Interface Design | User Research | User Testing | Prompt Engineering | Journey Mapping | Customer Journey Analysis | Cross-Functional Collaboration | Stakeholder Engagement | Wireframes & Prototypes | User Personas & Stories | Design Thinking | Information Architecture | Usability Testing | Competitive Analysis | Market Research | Quantitative & Qualitative Research | Consumer Research | Data Analysis | Performance Metrics | Organized | Strategic | Creative | Effective Communicator | Self-Directed | Systems Thinking

TOOLS

Figma | Sketch | Illustrator | Photoshop | InDesign | After Effects | Premiere | Webflow | Airtable | Adobe Creative Suite

EDUCATION

- Master of Interior Design (MID), Corporate and Retail / University of Florida
- Bachelors of Science in Business Administration (BSBA), Marketing / University of Florida