

# Anna Bernshtein

UX/UI INTERNATIONAL DESIGNER  
WEB AND PRODUCT DESIGN

I bring your vision to life: applying user-centric principles for business growth and results.

## PROFESSIONAL EXPERIENCE

**Lead Product Designer** / Shuffle, Cyber Security Automation  
SaaS Platform

MAR 2023 - Present / Freelance, Remote

- Led the redesign process of the landing page and website, which led to a 55% increase in user engagement.
- Improved onboarding completion by 50% by identifying user pain points, analyzing drop-off data, and optimizing the user flow.
- Shaped end-to-end user journeys for B2B audiences across product and website, applying design and user experience principles.
- Collaborated with international, cross-functional teams (stakeholders, developers) across time zones to ensure smooth handoff, efficient communication, and on-time delivery.
- Shaped AI integration ideas into user-friendly concepts to elevate product efficiency and increase user retention.
- Conducted user research, created user flows, wireframes, design systems, and prototypes in Figma.

**Figma Instructor** / Dunion Online Marketing

FEB 2025 / Freelance, Remote

- Designed and developed a customized Figma training program for a junior design team.
- Facilitated a 3-hour live, follow-along, guided session with hands-on Figma exercises.

**UI/UX Designer** / Enigma Securities, Digital Asset Liquidity and Financial Services

AUG 2021 - JULY 2022 / Full-time, On-Site

- Created a full-service trading product for their B2B audience, including dynamic dashboards and widgets, working on data visualization using Figma, and shaping the brand's identity.
- Visualized complex data into a clean, intuitive dashboard interface that improved usability and data legibility.
- Increased user efficiency and boosted task completion rates by simplifying navigation and user flows.
- Actively collaborated and communicated with the frontend development team, ensuring design and user experience accuracy, leading to a faster development process.

## CONTACT

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+31 6 14239537  
Capelle a/d IJssel, Netherlands  
[LinkedIn Profile](#)

Portfolio Website:  
[annabernshtein.com](#)

## SKILLS

UX design  
UI design  
Web design  
Responsive design  
Design systems  
Interactive design  
Prototyping  
Wireframing  
User research  
Data analysis  
B2B  
SaaS  
HTML  
CSS  
JavaScript  
Cross-functional collaboration  
Cross-cultural collaboration

## TOOLS

Figma  
FigJam  
Webflow  
Zeplin  
Google Analytics  
Photoshop  
Illustrator  
Monday  
Notion  
GitHub

## LANGUAGES

**English**    Fluent  
**Dutch**     Conversational

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## PROFESSIONAL EXPERIENCE

**Lead Graphic Designer** / Kula-Like, Non-profit organization

JUN 2021 - SEP 2021 / Project, Remote

- Led the branding process for a non-profit organization supporting juniors in tech, growing its LinkedIn followers to over 12K+, and establishing a lasting brand presence that continues to drive growth to this day.
- Collaborated on the design and refinement of the organization's logo to ensure recognizable brand identity.
- Created LinkedIn banner templates and promotional posts that increased visibility and engagement across the platform.
- Developed a full design system, including style guidelines for color palettes, typography, layout, and visual elements to ensure cohesive branding.

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[annabernshtein.com](https://annabernshtein.com)

## EDUCATION

**UX/UI Design Certificate**

2020 - 2021  
Shenkar Handasaim College for Engineering, Design and Art.

**Graphic Design & Interactive Design Certificate**

2018 - 2019  
Mentor College for Design Professions, New-Media and Photography.

**Webflow Masterclass 4.0**

2024  
Flux Academy

**Meta Front-End Developer Professional Certificate**

2024  
Coursera