

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

annabern997@gmail.com

+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

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 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.

CONTACT

annabern997@gmail.com

+31 6 14239537

Capelle a/d IJssel, Netherlands

[LinkedIn Profile](#)

Portfolio Website:

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