

Anna Rumenova

Product Designer & Product Strategist building AI-native digital products

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📍 Barcelona · open to relocation

01
Profile

Design and product strategist with **5+ years** building **AI-native digital products** across enterprise, agencies and startup environments. Fluent in moving between UX, product strategy and AI integration by translating complex systems into intuitive experiences and business goals into shipped product. **MSc Innovation & Entrepreneurship, ESADE.**

02
Experience

+95% faster content creation

-57% support tickets

-82.5% sales cycle

AI-native SaaS B2B

[read case study ↗](#)

Teaching AI

€ ZIM funded

18M+ users

Deep AI research

[read case study ↗](#)

3 continents reach VR / AR

Enterprise

[read case study ↗](#)

Design Systems Sprints

+13% conversion

+36% customers

[read case study ↗](#)

€40K grants Erasmus+

Design & Product Senior

Deeto · Startup · Freelance, Barcelona

JUL 2025 — NOW

- Led design of an **AI-native B2B SaaS platform**, aligned UX with growth targets across product, design and marketing; supported strategy for new verticals;
- Designed an AI Chat Assistant that cut search time from 7+ min to under 30 sec, **reducing support tickets by 57%** and **3x feature adoption**;
- Designed an AI Interview Agent with adaptive questioning and LinkedIn profiling that shortened interviews from 3 hours to 10 minutes and helped **close deal in 14 days vs 80**

Guest Lecturer

ESADE Business School · Barcelona

FEB 2026

- Delivered lecture on **AI-powered product transformation** to MSc students, drawing on hands-on experience integrating AI-native features;

R&D Lab Lead Designer + Product Designer

Taikonauten · Design Agency · Berlin

JAN — AUG 2024

- Sole designer in a **ZIM government-funded R&D Lab** alongside client work;
- Designed a financial planner for **Volksbanken and Raiffeisenbanken (VR)**, deployed across Germany's largest cooperative banking network (18M+ users);
- Led UX/UI and research for an immersive Mixed Reality language learning app – Unity-based MR prototype;
- Delivered UX/UI for **Henkel, Roche Diagnostics, Swisscom**; facilitated stakeholder workshops;

Experience Designer

SAP Innovation Hub · Enterprise · Potsdam

JAN — DEC 2023

- Designed VR/AR experiences for SAP's New Ventures & Technology, including a VR analytics tool showcased across **3 continents** in collaboration with **Accenture**;
- Conducted user research and usability testing across multiple SaaS products;

Digital Product Designer

Goodpatch · Design Agency · Berlin

JUN 2022 — JAN 2023

- Designed for **Goethe Institut, Renault, Statista**; facilitated design sprints; built and maintained design systems;

Design Werkstudent

MANIKO Nails · Startup · Berlin

MAR 2021 — JUN 2022

- Led full website redesign delivering **+13% session-to-sale conversion** and **+36% growth in active customers**;
- Owned end-to-end product design and content creation across all platforms;

Co-Founder & President

Connected for Future NGO · NGO · Sofia

JUN 2018 — MAY 2022

- Founded Erasmus+ youth empowerment NGO; secured **EU grants up to €40,000 per project**;
- Designed and delivered 7-day international training programs for multi-country participant cohorts;

03
Foundations

EDUCATION

MSc Innovation & Entrepreneurship

ESADE Business School, Barcelona
GRADE 9.2

BA Communication Design

HTW Berlin
GRADE 1.2

German Language High School

Sofia
ABITUR 1.0

DESIGN

Figma, Adobe CC, Webflow, Miro, Notion

AI-POWERED

Figma Make, Claude +/Code/Design,
Pencil.dev, Lovable

SKILLS

Product Strategy, Design Sprints, UX
Research, Workshop Facilitation, Innovation
Roadmapping, Agile

LANGUAGES

English C2 · CAE

German C1 · TESTDAF

Bulgarian NATIVE