



Anna Wagner Lead Product Designer

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Product designer specializing in enterprise-grade platform experiences: admin/group management, security/compliance workflows, and scalable design systems. Strong track record driving clarity from ambiguous problems through research, alignment, and execution. Ships high-fidelity solutions ready for implementation and enabling teams through reusable patterns and documentation.

CORE STRENGTHS

Experience strategy, Platform UX, Enterprise Admin & Governance, Design Systems, Discovery → Delivery, Usability Testing, Cross-functional Workshops and alignment

SELECTED IMPACT

- Drove cross-functional alignment and delivery on key B2B features, contributing \$1M ARR in the first 2 months.
- Built scalable UI foundations by creating, maintaining, and enforcing a Figma UI library and documenting new patterns.
- Championed platform integration of Territory + Quota into Sales Planning, unlocking a new market segment.
- Design advisor for TALD.co

EXPERIENCE

SENIOR PRODUCT DESIGNER | Captivate IQ | June - Present

- Lead design on core platform, calculation engine, and Sales Planning scrum teams.
- Championed platform thinking when integrating Territory and Quota into the Sales Planning product, unlocking a new market segment.
- Drive clarity and execution via close collaboration with SMEs (e.g., customer success, engineering) and thorough documentation of flows and finalized designs for implementation.

SENIOR PRODUCT DESIGNER | Allergan Data Labs | Sep 2023 - June 2024

- Designed a vision concept for internal tooling supporting Customer Experience, Support, and Sales partners.
- Produced prototypes and high-fidelity designs for engineering handoff and ticket-ready implementation.
- Extended an internal tool design system with new components, states, responsive design considerations, and mobile web patterns

SENIOR PRODUCT DESIGNER | Calendly | Jun 2019 - Aug 2023

- Partnered with PM/content/engineering through facilitated workshops and presentations on key B2B features; contributed to \$1M ARR in the first 2 months.
- Led Enterprise Admin Experience across two agile squads focused on B2B foundations, security, and compliance.
- Conducted research to establish terminology, inform stakeholders, and define product vision; mapped journeys for end-user and admin personas.
- Drove creation and governance of the Figma UI Library; authored documentation for components and patterns.
- Shipped 0→1 designs for Workflows: discovery research, iterative testing, stakeholder buy-in, and usability validation.

UX DESIGNER | QGenda | Jun 2018 - June 2019

- Led research, workshops, and usability testing to prioritize and iteratively design web + mobile experiences that balance user needs and business goals.
- Created and standardized design system components for mobile and web; partnered with UX and product owners to improve team processes.

VISUAL DESIGNER | Riskalyze | Feb – Jun 2018

JR. DIGITAL ART DIRECTOR | Never Without | Sep 2016 – Jan 2018

EDUCATION

MBA, Management of Technology
Georgia Tech, 2025

BFA, Graphic Design, Minor: Business
Ringling College of Art + Design, 2010-2014

General Assembly
UX Design, Summer 2017

SKILLS

AI - Claude Code, Figma Make, Generative + evaluative research, user interviews, affinity mapping, heuristic review, competitive analysis, Design Sprints (certified), prototyping, usability testing, A/B testing, card sort, tree testing; UserTesting.com, Adobe Creative Suite; responsive web, mobile app design; basic HTML/CSS.

AWARDS

Calendly Top Performer
2019 + 2021

Calendly Ninja
Nov 2019