

ANASTASIA TUMASOVA



Formerly in QA Engineering, I am a Product/UX Designer with a unique quality-first approach, leveraging **10+ years** of user experience validation across **375+** digital releases worth well over **\$350MM+ in sales**. Specializing in **mobile app design**.

Core Value: I design products that don't break because I understand how they break.

DESIGN EXPERIENCE

Freelance Designer

04.2025–

Various Clients | Bayonne, NJ

- **Research & Strategy:** Conducted comprehensive user research (surveys, usability testing) to inform web, branding, and design decisions.
- **Design Systems:** Built scalable design systems and interactive prototypes in Figma, ensuring consistency across platforms and reducing development friction.
- **Cross-Functional Leadership:** Collaborated with business owners, artists, and other stakeholders to translate business requirements into user-centered solutions.
- **Quality Assurance Testing:** Applied quality-first design thinking to reduce post-launch iterations and improve user satisfaction scores.

PRODUCT STRATEGY/UX

Systems Specialist - Product Quality

08.2016–09.2024

Verizon | Piscataway, NJ

- **User Experience Validation:** Led end-to-end testing for web and mobile products, averaging \$30MM in cost savings through early issue identification and user experience optimization.
- **Cross-Functional Design Collaboration:** Partnered with designers and dev to manage Tier 1 product UX issues, resulting in \$75,000/month cost savings.
- **Agile Product Development:** Facilitated sprint planning, user story refinement, and product demos as lead team member in agile workflows.
- **Data-Driven Decision Making:** Conducted risk assessments and user impact analysis, maintaining <1.5% defect leakage through validation strategies.

Associate - Product QA Lead

10.2014–08.2016

Cognizant | Piscataway, NJ

- **Customer Experience Strategy:** Served as an 'internal voice of the customer' for Tier 1 initiatives, preparing business cases valued at \$5,000/month each.
- **Product Launch Leadership:** Led 375+ digital content releases with \$250MM+ impact, focusing on user journey optimization and conversion improvement.
- **Revenue-Driving UX:** Championed stalled AppleCare+ project (\$50MM annual revenue) by refining user requirements and resolving experience gaps.
- **Design Collaboration:** Partnered with product strategists to audit revenue-driving user flows and consulted on UX best practices in ideation workshops.

UX Research & Testing Analyst

12.2012–10.2014

BankTrade | Jersey City, NJ

- **User Experience Documentation:** Created technical documentation used by sales, engineering, and external clients to improve product usability.
- **Design System Implementation:** Co-led executive initiative with offshore UI/UX to redesign the front-end interface and build a new design system.
- **Team Development:** Mentored 3 new analysts in user-centered testing methodologies, accelerating team capability and knowledge transfer.

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EDUCATION

The New School for Design

Associates (01.09–01.11)

TRAINING

Product/UX Bootcamps:

- Design Champs (03.24)
- Dribbble (08.22)
- Yellowbrick + Parsons (05.22)

SKILLS/TOOLS

Design Tools: Figma, Photoshop,

Webflow Prototyping: Interactive prototypes, design systems, responsive design

Research Methods: User interviews, surveys, usability testing, A/B testing, competitive/market analysis

Development: HTML, CSS, JavaScript (expanding skill set)

Collaboration: Agile methodologies, cross-functional leadership, stakeholder communication

OTHER

Verizon Leadership University

Graduate (08.22)

Scrum Alliance Certifications:

- Certified Product Owner (09.23)
- Certified Scrum Master (09.24)