ANASTASIA TUMASOVA

atumasova.webflow.io (Godzilla)
a.z.tumasova@gmail.com
linkedin.com/in/atumasova/
Bayonne, NJ
(201) 668-1898

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–

- **Research & Strategy:** Conducted comprehensive user research (surveys, usability testing) to inform web, branding, and design decisions.
- **Design Systems**: Utilized design systems and built 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 UI/UX 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 best practices.

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+ of 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 QA analysts in user-centered testing methodologies, accelerating team onboarding and knowledge transfer.

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, Confluence, Notion

OTHER

Verizon Leadership University
Graduate (08.22)

Scrum Alliance Certifications:
- Certified Product Owner (09.23)
- Certified Scrum Master (09.24)