

# Anna Issakova

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## Product designer

Senior Product Designer with 8+ years of experience specializing in healthtech and enterprise SaaS. I design digital products that balance business goals with user needs, combining data-informed design, deep understanding of the users and systems thinking to drive trust, retention, and long-term user engagement.

2024–2026 • Tallinn, Estonia (Remote)

### Co-founder & Designer, **One Two Dot studio**

- **Co-founded** a digital design studio delivering user-centered websites and digital products for international startups and small businesses.
- Delivered high-quality digital experiences, including **award-winning website** recognized by CSS Winner and CSSDA.
- Managed **client relationships end-to-end** and collaborated cross-functionally with developers and stakeholders.
- Leveraged **AI-assisted design workflows** to accelerate ideation, prototyping, and delivery across product and web projects.

2022–2024 • Lisbon, Portugal/ London, UK (Remote)

### Senior product designer, **Moody's (PassFort)**

- Led UX/UI design for **Reporting and Risk Overview** in Moody's Maxsight, helping compliance teams better understand portfolio risk.
- Streamlined reporting exports, significantly reducing manual work for audits and stakeholder reporting.
- Improved reporting efficiency by **~30–50%** through tailored **data visualisation, actionable dashboards**, and intuitive filtering experiences for complex risk analysis.
- Collaborated with PMs, researchers, and engineers to deliver scalable solutions in a **data-heavy** environment.

2020–2022 • Dublin, Ireland (Remote)

### UX/UI designer & consultant, **Allwayswithyou**

- Partnered with founders to design the **MVP for a care mgmt platform**, leading to **successful pilot programs** with Irish national health organizations.
- Directly influenced the product roadmap by translating complex requirements into an intuitive experience, facilitating the platform's later evolution into a **GenAI Care Plan Manager**.
- Helped shape the foundational product experience that contributed to a 2026 **enterprise contract** with Comfort Keepers, and establishing a trajectory for acquisition.

2018–2021 • Amsterdam, Netherlands

### UX/UI designer, **Fitmo**

- Led the product redesign for a **successful B2B pivot**, resulting in a university-validated beta program that delivered measurable health improvements for participants and a **78% program completion rate**.
- Designed an online health coaching mobile interface that earned a **83 SUS score**.
- Created a scalable **design system** to improve UI consistency, streamline collaboration with developers, and support faster product iteration.

#### Skills:

Product strategy  
UX/UI design  
Mobile design  
Design systems  
AI-assisted product design  
UX research  
User testing  
Interaction design  
Data visualisation  
Design audit  
Cross-functional collaboration

#### Tools:

Figma  
Claude Code  
Codex  
ChatGPT  
Mixpanel  
Google Analytics  
Jira  
Notion  
Webflow

#### Education:

BSc Management, University of Manchester

MA Cultural & Creative Industries, King's College London