

Anna Yushchenko

SENIOR PRODUCT DESIGNER • DATA-DRIVEN UX

+1-647-677-9502 | [portfolio](#) | email: aaaayushchenko@gmail.com | [LinkedIn](#) | Ottawa, ON

Senior Product Designer with 10+ years of experience creating SaaS, analytics, AI-powered, manufacturing, and e-commerce products from discovery to delivery. Skilled in product strategy, MVP definition, UX research, and cross-functional collaboration, with a strong track record of simplifying complex workflows and building scalable user experiences. Experienced leading small design teams and working closely with Product and Engineering teams to deliver business impact.

CORE COMPETENCIES

Product Discovery • Product Strategy • UX Strategy • User Research • Customer Journey Map • Information Architecture • Wireframing & Prototyping • Design Systems • Usability Testing • Analytics & A/B Testing • Feature Prioritization • MVP Definition • SaaS Product Design • AI Product Design • Dashboard Design • Stakeholder Management • Cross-Functional Leadership • Design Leadership

PROFESSIONAL EXPERIENCE

Senior Product Designer (UX/UI)

Diib | Salt Lake City, Utah, USA (Remote)

Website analytics, SEO, and growth platform for small businesses

Jan 2021 – Jun 2026

- Led **end-to-end product design** for analytics, SEO, user behavior tools, dashboards, onboarding, self-service, and AI-powered products.
- Led product discovery using customer feedback, analytics, usability research, and business KPIs, driving a **15% increase in onboarding completion**, a **20% increase in feature adoption**, and promotional program **participation growth from 6% to 50%**.
- Contributed to the **integration of AI-powered insights**, recommendations, and assistant experiences across dashboards, reports, and growth tools, helping users access personalized guidance within existing workflows.
- Researched third-party APIs, integration capabilities, costs, rate limits, and technical constraints to define product requirements and identify scalable, cost-effective solutions.
- Defined MVP scope, feature prioritization, release planning, and product roadmaps to balance business goals, user needs, and development resources.
- Partnered with Product, Engineering, Marketing, and stakeholders to define product strategy, align priorities, establish success metrics, and deliver high-impact features.
- Facilitated workshops, user journey mapping, wireframing, prototyping, usability testing, and design reviews throughout the product lifecycle.
- Partnered with Engineering during implementation, conducted design QA, supported feature testing, and analyzed post-launch performance to identify improvements and optimize user outcomes.
- Contributed to and maintained design system components, patterns, and documentation to improve consistency and streamline product development.

Product Designer (UX/UI)

AMFG | London, United Kingdom (Remote)

Manufacturing Execution System (MES) Software

May 2020 – Dec 2020

- Led research, UX strategy, and design of a self-service configuration tool that reduced developer involvement in onboarding, dashboard setup, and feature activation, contributing to a **50%+ reduction in configuration-related engineering workload**.
- Designed enterprise SaaS workflows and interfaces while contributing to the development and maintenance of the design system.
- Partnered with Engineering, Sales, and Customer Success teams to align product capabilities with customer needs and business goals.
- Contributed to the company's marketing strategy, product positioning, website experience, and customer engagement initiatives from the ground up.

Senior UX/UI Designer

Diamond Registry | New York, United States (Remote)

May 2019 – Apr 2020

- Led UX/UI design for web and mobile products, conducting user research, behavior analysis, and A/B testing to improve user experience and conversion.
- Mentored and coordinated two designers, ensuring design quality and consistency across projects.
- Created product interfaces, branding, motion graphics, and marketing assets in collaboration with cross-functional stakeholders.

EARLY CAREER EXPERIENCE

UI/UX designer

Sense Production, PlusOne DA, Krokus Studio | Kyiv, Ukraine

Jul 2015 – Jul 2018

- Designed websites, e-commerce platforms, and digital products for clients across multiple industries.
- Conducted user research, UX/UI design, and collaborated with clients and developers to deliver responsive digital experiences.

EDUCATION

Bachelor of Graphic Arts

National Academy of Fine Arts and Architecture, Kyiv, Ukraine, 2011–2015

TECHNICAL SKILLS

- Design & Prototyping: Figma, Figma AI, FigJam, Sketch, ProtoPie, Axure
- User Research & Testing: User Interviews, Remote Research (Zoom), Usability Testing
- Analytics, A/B Testing & Optimization: Google Analytics (GA4), Hotjar, Crazy Egg, Varify.io, Mautic
- Web & CMS: Lovable, WordPress, Webflow, Wix
- Visual Design: Adobe Illustrator, Photoshop, After Effects, AI-assisted Design Tools
- Collaboration & Project Management: Jira, Confluence, Trello