

Anna Zheltova

Product Designer & Design Engineer

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SUMMARY

Product Designer and UX/UI Designer with 2+ years of hands-on design experience, backed by nearly 5 years in product and project management and 10+ years across IT and digital product delivery.

End-to-end product design experience across discovery, UX research framing, information architecture, user flows, prototyping, UI design, design systems, interaction design, and developer-ready handoff - working closely with Product and Engineering from early problem definition through implementation.

Frontend-aware and AI-fluent, with hands-on experience in Webflow, custom code, and AI-assisted design workflows using Cursor, Claude, ChatGPT, and Figma MCP.

PROFESSIONAL EXPERIENCE

Product Designer at Self-employed

Jul 2025 - Present

- Designed 10+ digital products for startups and growing businesses, including B2B and B2C platforms, marketplaces, dashboards, and web and mobile applications - from new product concepts to improving existing products.
- Ran full UX process: user flows, information architecture, wireframing, prototyping, responsive/mobile-first UI, and developer-ready specs.
- Redesigned products and websites to improve usability, visual consistency, positioning, and conversion-focused UX.
- Created design systems and scalable interfaces for web apps, websites, and mobile-first experiences.
- Collaborated directly with international founders, clients, Product, and Engineering across 5+ countries, presenting design decisions, aligning expectations, and iterating through implementation.
- Accelerated design-to-delivery with AI-assisted workflows (Cursor, Claude, ChatGPT, Figma MCP).

UX/UI Designer at Self-employed

Nov 2024 - Present

- Shipped production-ready responsive websites in Webflow with scalable CMS architecture and reusable components.
- Built interaction-rich experiences (GSAP animations, custom interactions) and advanced functionality - calculators, dynamic CMS, custom frontend behavior.
- Reduced developer dependency via end-to-end implementation: no-code plus custom code, frontend-aware delivery.

Product Director at Digitum

Nov 2022 - Jul 2025

- Led end-to-end product delivery for customizable B2B/B2C and learning gamification platforms - coordinating design, development, priorities, and releases.
- Aligned business goals with UX, engineering, and delivery workflows across multiple client implementations.
- Delivered 10+ enterprise implementations; scaled adoption from 1 pilot to 15+ enterprise clients within a year.
- Improved scalability and reduced customization time through modular architecture, reusable components, and structured product planning.
- Launched digital initiatives including gamification platforms, analytics dashboards, web apps, and AI-driven marketing tools.
- Owned product outcomes from problem framing through shipping - timelines, stakeholder coordination, and cross-team collaboration.

IT Project Manager at Digitum

Nov 2020 - Jul 2025

- Managed multiple digital projects (web platforms, websites, products) end to end - planning, prioritization, and stakeholder communication.
- Reduced delivery bottlenecks by organizing workflows between design, development, and business teams.

CORE SKILLS

Product & UX: Product design | UX strategy | user-centered design | User flows | Information Architecture | wireframing | prototyping | Responsive & mobile-first UI | conversion-focused UX | Design systems | design specs & handoff

Design engineering: Frontend-aware design | HTML, CSS, JS | Webflow | CMS architecture | custom interactions (GSAP) | AI workflows: Cursor, Claude, ChatGPT, Figma MCP

Collaboration: Partnering with Product & Engineering | Stakeholder alignment, timelines, go-to-market readiness | Cross-functional delivery across 5+ countries

Tools: Figma | Dovetail | Webflow | Cursor | Claude | ChatGPT | Figma MCP | Notion | GitHub | GSAP | Adobe Illustrator | Photoshop | After Effects | Leonardo AI | Adobe Firefly | Gemini

EDUCATION

Master of Project Management

Sep 2020 - Dec 2021

Taras Shevchenko National University of Kyiv

Bachelor of Computer Science

Sep 2016 - May 2020

Taras Shevchenko National University of Kyiv

LANGUAGES

English - Advanced, Ukrainian - Native