

# Davydova Anastasiia

## Product Designer

### EXPERIENCE

#### Product Designer

MISTO

Jul 2024 – Present - 1 year, 6 month

- **Flexible Design Approach:** I contributed to a fast, research-driven workflow where quick concepting and close collaboration with product and engineering helped the team shape solutions early — a process that supported launching the app in four Ukrainian cities within the first year.
- **Design System & Delivery:** I helped refine the design system so it could stay flexible for white-label use and meet accessibility needs for a broad urban audience. I also used it as an alignment tool with engineering, which made it easier for us to produce solutions quickly and keep the product consistent as it scaled.
- **Platform UX Elevation:** Improved admin-side experience by designing clearer flows and prototypes for municipal staff. Collaborated with the Creatio team and assembled (low-code) initial concepts directly in the platform to accelerate validation.
- **Narrative & Visual Support:** Designed presentations, creative materials. Prepared visual content for the Indigo Awards submission.

#### UI/UX Designer

Brainstack\_

Dec 2021 - Jun 2024 - 2 year, 7 month

- **Product Design & Delivery:** Worked on white-label mobile app development using a token-based design system. Collaborated closely with devs to hand off designs efficiently. Developed thorough design documentation to support teams and ensure design integrity.
- **Requirements Gathering and Analysis:** Collaborated with cross-functional teams to gather and analyze user and business requirements, translating them into intuitive design solutions.
- **Competitor Research:** Conducted thorough competitor research for new features and products, providing insights that informed design decisions and strategic planning.

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#### Industry Knowledge

Mobile interface design

Web design

Prototyping

User flow

Competitor analysis

#### Tools & Technologies

Figma

Design systems

Midjourney

Material design 3

HIG

#### Other Skills

HTML, CSS, Lottie (basic)

#### Languages

English (Intermediate)

- **Marketing Design Innovation:** Introduced Midjourney into the marketing design process, streamlining creative workflows. Designed web funnels, improving user journey and conversion rates.

## Web Designer

Latifundist media

Nov 2020 - Aug 2021 - 10 month

- **Web Resources Redesign:** Executed comprehensive redesigns of web resources to enhance visual appeal, usability, and performance.
- **UI-Kit Implementation:** Worked extensively with UI-Kits to maintain design consistency across various digital products, accelerating the design and development process.
- **Cross-functional Collaboration:** Worked closely with management and development teams to ensure alignment of design vision with business objectives.

## MENTORSHIP & ACADEMIC SUPPORT

### Interaction Design Mentor

For the past two years, I've been mentoring students from the Lviv National Academy of Arts, helping them shape interaction design concepts and supporting their coursework projects.

## EDUCATION

### Projector

Web Design Fundamentals

2022

### Oles Honchar Dnipro National University

Design and Fine Arts, General Direction

2014 - 2018