

# Anna Shokareva | Product Designer

Versatile product designer with background in psychology and expertise in research, UX, and visual design. Passionate about crafting impactful experiences that meet user and business goals.

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## Experience

### Zellar | Product Designer

*Jan 2024 – present*

As the sole designer at a green-tech startup, I oversee the end-to-end design process for Zellar's carbon accounting and compliance software. I led a research-driven redesign of the platform, increasing engagement by 139%, new user activation by 82% and free-trial conversions by 79%.

Currently collaborating with leadership to identify and develop new features, such as data visualisations and gamification elements, to drive product growth and support a UK-wide business sustainability transformation.

### ASDA | UX/UI Designer

*Jan 2023 - Jan 2024*

Collaborated with product and engineering to enhance the e-commerce experience across web, mobile, and tablet. I redesigned order tracking and store locator pages, addressing usability & accessibility issues, resulting in improved UX and reduced call centre volume.

I helped manage and update the global design system of tokens, components, patterns, and templates.

### Ante Labs | Contract Product Designer

*May 2022 - Jan 2023*

Joined as the founding designer to build a crypto app enabling global conditional payments from the ground up.

I led discovery efforts through user research, identifying opportunities for increasing customer value. I managed all phases of the design process, from securing team buy-in and prototyping to conducting user testing.

### Velvet Capital | Contract Product Designer

*Nov 2021 - April 2022*

Worked with the CEO and small dev team to design, test, and iterate B2B and B2C interfaces for a DeFi investment platform. I redesigned and A/B tested the landing page, increasing sign-up conversions by 1.7x.

## Education

### UC Berkeley

BA, Psychology

*Grade: High Academic Distinction*

### City University of London

MSc, Human-Computer Interaction Design

*Grade: Distinction*

## Tools

Figma · Sketch · Framer · UserTesting · Optimal Workshop · Dovetail · HTML/CSS · Miro · Jira · Confluence · Linear · Notion · Asana · Trello

## Skills

User Research & Testing · Journey Mapping · Personas · Wireframing · Information Architecture · Prototyping · UI/Visual Design · Marketing & Social Assets · Digital Accessibility · Design Systems · Product Thinking · Stakeholder Management

## Previous experience

**Serent Capital** | Director of Human Capital

*2020-2021*

**Robert Walters** | UX/UI Recruiter

*2018-2020*

**Rubicon Program** | Employment Specialist

*2017-2018*