

Anastasiia Latyshova

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SUMMARY

Siberia-born, San-Francisco-based. Graduated from UX/UI Design Boot Camp at UC Berkeley. 2+ years experienced UI/UX designer passionate about good design, intuitive user experience, and team collaboration. My goal is to bring together the needs of businesses with those of users. Strengths in prototyping, teamwork, and solving users' issues.

PROJECTS

- **Greenies**
The mobile app is designed to help eco-minded individuals achieve their sustainability goals - to search and find green products approved by Greenies according to several criteria such as vegan, recycle, cruelty-free, etc. User-centric design research, information architecture, wireframes, user flow, and interaction Design. [See more](#)
- **Dream Power**
Full redesign of DreamPower NPO website, including UX research, taking broad, conceptual ideas, prototyping, design of UI elements, and user testing. Provided UX feedback and recommended UI solutions to commonly-observed user problems and navigation patterns. Developed visual identity and design system for the non-profit website. [See more](#)
- **CDSS** (California Department of Social Services)
A comprehensive approach to user-centered design, involving research, testing, design, and implementation to create a user-friendly, responsive, and engaging redesigned government agency website that met the needs of the target audience. [See more](#)

EXPERIENCE

Sber, Moscow – *UI/UX designer*

Sber is a Russian majority state-owned banking and financial services company.

March 2021 – May 2021, 3 months

- Worked with data and insights to generate balanced and thoughtful points of view on how to make it easier for clients to interact with the product's interface.
- Collaborated with Product and Design teams to translate business requirements and user insights into features of Mobile App SberCRM through testing and launch phases.

BORK, Moscow – *UI/UX designer*

Bork is a manufacturer of home appliances, trading in Russia, CIS countries, and Poland.

February 2019 – February 2021, 2 years

- Increased conversion of purchases on the [Laurastar](#) website due to a website redesign.
- Partnered with Product Managers, engineers, and researchers to improve the user experience of using the [Bissell](#) website and redesign it.
- Implemented new scenarios and revised old ones for the BORK Compass mobile application (internal project).
- Designed a mobile application for the BORK training center for more than 200 employees.
- Cooperated with Product manager and Designer to create an internal system (OMS) for more than 300 employees to manage all interactions with customers.

BORK, Moscow – *trainee-designer*

December 2018 – February 2019, 3 months

- Designed landing pages for products Electrolux, Philips, and LG.

EDUCATION

UC BERKELEY, CA – *Certificate, UX/UI BootCamp*

April 2022 – October 2022

Netology, Moscow – *Certificate, Designing Interfaces: Design from Strategy to Design*

November 2019 – March 2020

GeekBrains, Moscow – *Certificate, Basics of Web Design*

September 2018 - October 2018

Siberian Transport University, Novosibirsk – *Bachelor, Civil engineering*

September 2012 – June 2016

SKILLS

UX/UI Design: Atomic Design, UI Grids, and Composition, Color Theory, Heuristic Evaluation, Typography, Storyboarding, User Flows, Concept Sketches, Wireframes & mockups, User Experience Interviewing, Persona Creation, Insight Synthesis, Rapid prototyping using Figma, Data analysis, Journey Mapping, Solving problems, Attention to details, Decision-making

Coding:: HTML/CSS/JavaScript

Tools: Figma, Sketch, InVision, Adobe Photoshop, Miro, VS Code, GitHub