Anastasiia Latyshova

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SUMMARY

UX/UI Designer with **4 YoE** and expertise in E-commerce, enterprise software, SaaS, and Fintech. Graduated from the UC Berkeley UX/UI Design Boot Camp. Specializing in UX research and translating insights into high-fidelity designs for web and mobile projects. Proficient in creating aesthetically pleasing, user-friendly UIs for an optimal digital experience.

EXPERIENCE

DZN Sandbox – UI/UX Designer · Volunteer | San Francisco   Apr 2024 - Present
Social media platform for the creative industry

• Working as a UI/UX designer.

Career break   Jan 2023 - Mar 2024

• Relocated, prepared work documents, attended UC Berkeley's UX/UI Design Bootcamp, traveled across the US, and focused on health and well-being.

CallFromWeb – UX/UI Designer | Moscow & San Francisco   Sep 2021 - Dec 2022
Cloud call center w/o phone lines

• Led the design of diverse SaaS interfaces across product lifecycles, focusing on a user-centric approach.
• Promoted collaboration with leadership, developers, and customer teams to enhance product development.
• Devised and implemented a style guide and component library for design consistency and efficiency.
• Crafted a compelling presentation and achieved **2nd** place out of **1,000** applicants at the EY Digital Wave.

Corporate Customers 360 – UI/UX Designer | Moscow   Mar 2021 - Jan 2022
One of the biggest banks in Europe

• Accelerated design execution by creating a component library and style guide.
• Collaborated with Product & Research to turn business needs and user insights into features.
• Presented prototypes to stakeholders, outlined user journeys, and collected feedback.

Technopark | Bork – UI/UX Designer | Moscow   Dec 2018 - Feb 2021
One of the top E-commerce in Eastern Europe

• Increased the conversion of purchases on laurastar.ru by **3.1%** through a website redesign.
• Modernized UX scenarios and visual style of the internal task management app for **3500+** employees.
• Reduced time spent on work tasks for **300+** customer care employees by revamping internal CRM systems.
• Designed Bork training center mobile app for **200+** employees.
• Partnered with Product Managers & Engineers to redesign and improve the UX scenarios of the bissell.store.

EDUCATION

UC BERKELEY, CA – UX/UI design, BootCamp
Projects: DreamPower, Greenies App, CDSS

Netology, Moscow – Designing Interfaces: Design from Strategy to Design, online course

GeekBrains, Moscow – Basics of Web Design

Siberian Transport University, Novosibirsk – Bachelor, Civil engineering

SKILLS

Design Skills: UX/UI Design, UX Research, Interaction Design, Usability Testing, User Interviewing, Journey Mapping, Empathy Maps, Data Analysis, Wireframing, Prototyping, Persona Creation, Insight Synthesis, Agile

Coding: HTML, CSS, JavaScript

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