

# ANNA KOZHEVNIKOVA

## WHAT I BRING TO GUSTO

- Over 10 years of experience in Product Design, working on large multi-product SaaS platforms, including fintech and payroll.
- My experience in gathering and analyzing customer data, and my proficiency in combining qualitative and quantitative insights to make strategic decisions.
- Proven success in partnering with devs to create a white-label Design System, significantly improving the development process.
- My hands-on experience in all stages of iterative product development, taking on various roles in a start-up.
- With my development background, I build strong relationships with developers, collaborating closely. They value my simple designs, my commitment to ownership, and my ability to adapt uniquely to each team.
- I excel in cross-functional collaboration with Product Managers, Devs, QA, and CX, across different countries and time zones.
- I am proactive in filling gaps in a company's capabilities or skills.
- My continuous support of junior designers through organizing design crits.

## RELEVANT PROJECTS

- Building a white-label design system with developers. [Read more](#)
- Embracing iterative process in a start-up. [Read more](#)
- Redesigning the parent app login flow. [Read more](#)

## ACCOMPLISHMENTS

**Lead Product Designer** | Simpology Apr 2022 - Present | Remote

- Created a new multi-library white-label design system, that led to more consistent design, reduced developer confusion, and sped up the feature development process.
- Migrated our largest customer from V1 to V2, conducting feature gap analysis and taking complete ownership of the requirements.

**Lead Product Designer** | SkoolBag Jan 2020 - Apr 2022 | Sydney, AUS


- Designed a new school administrator console (branding, IA, comms, and high-fidelity visuals).
- Migrated 1,000 schools and 500,000 parents to the new console without any loss of functionality. Increased the average use of features by 25%.
- Built a productive highly collaborative cross-cultural team.

**Senior UX Consultant** | ASG Group Dec 2016 - Jan 2020 | Sydney, AUS


Redesigned a university IT department website, resulting in a 40% increase in IT ticket turnaround.

**UX Designer** | VoiceBox Technologies Aug 2013 - Dec 2016 | Seattle, USA

Partnered with Samsung to design a conversation UI for a voice assistant on Galaxy S5 phones.

 [annakozh.com/gusto](http://annakozh.com/gusto)

 [hi@annakozh.com](mailto:hi@annakozh.com)

 [anna-kozhevnikova](#)

## DESIGN SKILLS

Interaction flows

High-fidelity visuals

Prototyping

Storytelling

Presentation

Typography

Composition

Layout

## TECH SKILLS

HTML / CSS

Git

## EDUCATION

BA in Computer Science

AAAS in Graphic Design

## COURSES

User-Centered Design

Web Accessibility

Agile Professional

Project Management

## LET'S DISCUSS

Psychology

Growth mindset

Philosophy

Travel & cultures

parkrun