

ANNA DAVIS-BANDI

Product Designer

SUMMARY

Product designer with 6+ years of experience crafting thoughtful, user-centered digital products across healthcare, insurance, and wellness. Skilled in leading 0-1 design in startup environments as well as contributing to larger, system-driven teams. Strong background in UX/UI, brand development, and end-to-end product thinking.

WORK EXPERIENCE

SpecAI Co-founder Ongoing

- Lead product strategy and vision from concept to launch, achieving 1,000+ users within the first few months.
- Oversee end-to-end product design and user experience, conducting user research, and shaping the product roadmap
- Gathering real-time feedback to refine the product and drive adoption among UX/UI designers

PolicyMe Senior Product Designer 2022 - 2024

- Developed hi-fidelity designs for new product lines, accounting for 39% of all sales in it's first year
- Led user research sessions with customers, utilizing insights to optimize designs and exceed design KPIs
- Mentored junior designers to enhance creativity & design thinking skills

Sprowt Founding Product Designer 2021 - 2024

- Defined the product roadmap, prioritized features and shaped the app's design, functionality, and user experience, resulting in early adoption of over 400 users
- Conceptualized the entire brand and created a design system used to scale the product
- Worked directly with founder to gather requirements and iterate on designs. Successfully launched version 1.0 of the app within 4 months, achieving a 5-star rating on the app store.

Bellesa Senior Product Designer 2021 - 2022

- Worked on UX initiatives in collaboration with the co-founder, focusing on video filtering, researching popular searches, and enhancing product details screens
- Collaborated with marketing team to design visual assets for social media platforms
- Created a design system from the ground up to help scale designs

Aylo User Experience Designer 2020 - 2021

- Collaborated within a team of 3 designers to improve UX of ad space buying platform
- Designed multiple dashboard variations and created series of data visualizations to help inform clients on the success of their ads
- Engaged closely with engineers and stakeholders to identify product features and map out user journey flows, ensuring alignment with user needs and business objectives

CONTACT

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EDUCATION

Data-Led Design

2024 | DesignLab

Leading For Creativity

2022 | IDEO Certificate

BrainStation

2019 | UX/UI Design Certificate

Toronto Metropolitan University

2011 - 2015 | Bachelor of Design

SKILLS

- User research
- Wireframing
- Prototyping
- Interaction design
- Visual design
- Design systems
- Accessibility (a11y)
- Usability testing
- Information architecture
- Responsive design
- Figma
- Sketch
- Miro / FigJam
- Notion
- Jira / Confluence
- User interviews
- Competitive analysis
- Journey mapping
- Heuristic evaluation
- Data-informed design