cv**Anna Hyatt**

aesthyatt@gmail.com   **annahyatt.com**   052 665 66 83

Professional Experience

DagsHub, Tel Aviv
Lead Product Designer
2022-2025

- Owned and led end-to-end company product design, in alignment with business goals and user needs
- Collaborated closely with cross-functional team, from co-founders, developers and sales
- Translated high-level concepts into actionable product requirements
- Drove end-to-end redesigns of essential user flows focusing on activation, simplification and retention
- Conducted user research, surveys, usability testing, and interviews, ensuring data-driven product decisions and user-centered decision-making
- Created high-fidelity prototypes for user validation and as a sales enablement tool to support enterprise adoption
- Established and maintained company's Design System from scratch in collaboration with the dev team to ensure consistency and scalability across the product
- Led the design and launch of a major pivotal feature, that doubled the number of paying customers and increased engagement by 20%

The National Library of Israel, Jerusalem
UI/UX designer
2020-2022

- Part of a design and product team that led end-to-end design for core NLI products, including benchmarking, wireframing, and QA
- Revamped site architecture with an SEO-first approach
- Designed dozens of page templates and features, enhancing data accessibility and user experience
- Established NLI's first Design System as part of the design team
- The team achieved remarkable growth in monthly sessions, rising from 70,000 in 2018 to 1,900,000 in 2020, with a projected 4,000,000 by 2023

Junior UI designer
2018-2019

- Designed and shipped landing pages for various events and projects
- Collaborated with stakeholders, PMs, developers and customers

Education

Bezalel Academy of Art and Design, Jerusalem
BA in Visual Communications
2012-2017

The design school has equipped me with a foundation in design, innovation, creative and critical thinking

Russian State University for Humanities, Moscow, Russia
History and Theory of Art
2006-2010

Art History, Curating, Swedish Culture and Language

Tools

HTML, CSS and JavaScript (understanding basic concepts and structure), Figma, Adobe Suite - full proficiency, Webflow development, After Effects - animation and prototyping

Languages

Hebrew, English, Russian – mother tongue/professional proficiency