Anna Ivanova

Senior Product Designer · Fintech, B2B, AI chat

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Product designer with 6 years in fintech, B2B and US on-demand products. At Alfa-Bank I own the communication section of the business app: chats, managers, stories, onboarding and AI assistants. End to end, from hypotheses to specs. Mentor to 50+ designers.

EXPERIENCE

Product Designer · Alfa-Bank

Sep 2023 - now · Remote

Alfa-Business mobile app for business owners and CEOs · iOS, Android

- **Communication center.** Redesigned the "Contact the bank" hub for business owners: chats, business events, letters and managers in one place, with the personal manager at its heart. Framed 11 hypotheses, explored 3 navigation concepts; now in qualitative research with 10 participants.
- **AI in the manager chat.** Designed an AI assistant inside the client-manager chat that answers routine questions instantly and hands complex ones to the manager in one tap, with the full thread. 2 flow branches, 6 AI states.
- **Conversational onboarding - shipped.** Replaced promo slides with a dialog that adapts to the client's role: 6 roles, each with its own script, and new chat bubbles and motion added to the chat library.
- **Deal chats - shipped.** One chat for the owner, their team and the bank's manager to agree a loan or factoring application, started from the deal card. Proposed dropping auto-created chats to avoid empty threads; designed 10+ edge cases and errors.
- **Stories - shipped on iOS and Android.** Turned 15 user stories into a content format with a direct path to products; ran 2 research studies and shipped a collapsed view based on the findings.
- Added 3 components to the bank's design system and chat library.

UI/UX Design Lead · ISS Art

Aug 2022 - Sep 2023

UX/UI Designer

May 2021 - Aug 2022

Outsourcing studio · products for the US market: trucking, healthcare, games, city navigation

- **Led a team of 4** designers and analysts across 5 products; mentored the team and set up the design process.
- **RIG - roadside repair for US truckers.** Sole designer of the driver and mechanic apps (iOS, Android) and web CRMs for repair shops and fleets. Drivers send a request in **~22 seconds**; task completion **100%** among users with a saved truck; App Store rating **5.0**.
- **Repair-shop CRM.** Dispatchers answer a request in **~13 seconds**; 11 of 12 participants completed the task in tests.
- Built a design system of **60+ components and 700+ variants**; one product grew to **800+ screens**; shipped **20+ clickable prototypes** for demos and user tests.
- **Mywellex - US marketplace for booking health practitioners.** End-to-end design, from logo to every state.
- Ran interviews and usability tests and turned findings into design changes; hosted 2 meetups on Figma prototyping.

Freelance Product Designer · OVUM medical group

2020 - 2024

- **Lab and clinic apps, both live in the App Store.** Designed from scratch a lab app (600+ tests, results in the app; redesigned in 2022-23) and an app for a 120+ doctor clinic: booking, reminders, rescheduling, visit results.

Chief Marketing Officer (2016 - 2021) · Advertising Specialist (2011 - 2016) · Electrotechnika

Feb 2011 - Apr 2021

Avtomatika

- Led a B2B voice-announcement software product from interviews to prototype and UI; ran **20+ market studies**; grew site traffic **from 200 to 4,000 a month**.

MENTORING

UXROCK · UPROCK school · 2025 - now
1:1 mentor on the product design track. **50+ mentees.**

ADPList · 2023 - now
61 sessions, 1,860 minutes, 100% attendance.

LANGUAGES

English - upper-intermediate
Russian - native

SKILLS

Product design
Conversational UI · AI assistants
UX research · Prototyping
Design systems · iOS & Android
Web & CRM

Figma, Photoshop, Illustrator, Adobe XD, Spline, Lottie, Tilda, Readymag

EDUCATION

UX & UI: product design
British Higher School of Art and Design

Courses: Mobile UX (Interaction Design Foundation, 2021), Advanced Prototyping (Awwwards, 2021)

Master in Advertising
Omsk State Technical University, 2011