



ANNA
BEK —

INFO

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STRENGTHS

- Leadership \
- Operations \
- Multidisciplinary Design \
- Strategy \
- Design Direction \
- Design System \
- Lean UX \
- Design Thinking \
- Storytelling \
- Problem solving \
- Presentations \

USER CENTERED ADVOCATE

I am a highly analytical, curious and goal-oriented UX adherent, specialising in Agile environments, with an in-depth understanding of product life cycles, including all phases of system and software development. My true skills and abilities lie in understanding the depth of a product and how users will engage with the end result, making UX a real focal point when it comes to any product. As an effective team player, I know how to enable a team to ensure goals and specific deadlines are met; this, along with being able to work well autonomously, allows me to contribute to the success of any project.

EXPERIENCE

2019 - present

Transaction Services Group \ Auckland, NZ

UX/UI MANAGER

TSG is a leading revenue management and billing company, offering SaaS solutions for childcare, insurance, health and fitness industries.

- \ Establish UX design processes across TSG products, and ensure they are scaled and measured
- \ Develop and manage relationships with stakeholders across products, engineering, and other cross-functional teams
- \ Establish and manifest a UX strategy for product experiences that supports product roadmaps and long-term vision
- \ Manage and develop teams of User Experience Designers, User Interface Designers, Researchers, etc.
- \ Advocate for the user to ensure that the product development constantly focuses on the users' needs
- \ Manage development and maintenance of Design System to fulfil brand principles through the design
- \ Drive research and design in digital transformation for web and mobile products

2019 - 2017

Transaction Services Group \ Auckland, NZ

CRM UX LEAD

- \ Partner and collaborate with cross-disciplinary teams, including other members of the UX team, throughout all stages of the user-centered design process
- \ Apply strategic thinking and demonstrate awareness of business goals while striving for a highly usable and engaging end-to-end user experience

TALKS

PROFSO - UX

UX Martunity with Workshops

UX AUSTRALIA

Experience design for white-label solutions

AUCKLAND ANDROID

Designer & Developer: 5 steps to a happy marriage

- \ Cultivate UX opportunities and think of possibilities in collaboration with cross-functional teams
- \ Produce standardized, best-in-class UX deliverables including personas, scenarios, customer journeys, information graphic, hand sketched wireframes, prototypes, mock ups, style guidelines
- \ Facilitate design and ideation workshops and collaborative design sessions
- \ Mentor other practitioners and provide thought leadership in UX practices

• 2017 - 2016

Yellow New Zealand \ Auckland, NZ

SENIOR EXPERIENCE DESIGNER

Yellow helps NZ businesses showcase themselves across a huge range of online channels, alongside print, mobile media as well as other Yellow products.

- \ Develop a deep understanding of the customer needs and pain points
- \ Self-manage workloads on multiple projects
- \ Produce standardised UX deliverables including personas, scenarios, customer journeys, information graphics, hand-sketched wireframes, prototypes, mock-ups, style guidelines
- \ Cultivate UX opportunities and think of possibilities in collaboration with cross-functional teams
- \ Be an internal thought-leader on user experience best practices and trends
- \ Mentor other practitioners and provide thought leadership in UX practices
- \ Facilitate design and ideation workshops and collaborative design sessions

• 2016 - 2015

YellowLabs \ Auckland, NZ

UX DESIGNER

YellowLabs is the innovation arm of the Yellow Pages. They examine fresh ideas and cutting-edge technologies, experimenting with different processes, techniques and technologies to create new digital tools to help Kiwis get things done.

- \ Researching/conceptualising/designing/overseeing Yellow's new suite of digital products (web and mobile)
- \ Project planning and facilitating workshops
- \ Working with product team – developers, testers, analysts, senior stakeholders, marketing, etc.
- \ Thinking outside the box – being lean and innovative

• 2015

Two Tales \ Auckland, NZ

UI/UX DESIGNER

Two Tales is the social design company behind New Zealand's fastest growing crowdfunding platform, Givealittle.co.nz

- \ Designing web and mobile applications from sketches to the final artwork
- \ Developing themes, wireframes, mock-ups, prototypes

REFERENCES

References available upon request

- \ Producing graphic content and assets for page layouts and site graphics
- \ Developing interface design, information architecture, wireframes, mock-ups, prototypes
- \ Conducting user research, usability testing
- \ Designing and developing websites utilizing the Agile system, abrading templates to the customers' requirement using Wordpress and Concrete5 frameworks
- \ Working collaboratively directly with business and technology stakeholders

• 2013 - 2009

Studio of Ideas \ Khabarovsk, Russia

DESIGN LEAD

Studio of ideas is a fast growing company, focusing on different areas of design. The main directions of this company are Graphic design, Interior design and Interaction design.

- \ UI/UX and Visual design from product conception to the final artwork based on clients' requirements
- \ Lead design presentations to customers
- \ Manage sales and consultation with clients
- \ Sought out and implement new technologies

• 2009 - 2007

Spectra DV \ Khabarovsk, Russia

GRAPHIC DESIGNER

Spectra DV is a highly focused printing and design company, providing graphic design, personal and commercial printing services to many local and regional businesses with a friendly and professional team.

- \ Direct line of responsibility for multi-national projects. Handled all print media, banner creation, CD cover design, promo's flyers, and business cards
- \ Branding projects

EDUCATION

• 2014

Cornell Institute of Business and Technology \ Auckland, NZ

DIPLOMA IN COMPUTER SOFTWARE DEVELOPMENT, LEVEL 7

• 2007

Far East University of Humanitarian's Science \ Khabarovsk, Russia

MASTERS OF ART AND PSYCHOLOGY