

## Contact

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(Portfolio)

## Top Skills

Digital Strategy  
human centered design  
Team Management

## Languages

English  
Russian

## Certifications

Product Management First Steps  
EFSET EXPRESS Medium  
Proficiency (CEFR B1/B2)  
UXQB® Certified Professional for  
Usability and User Experience  
Foundation Level

Input and Interaction an online  
non-credit course authorized by  
University of California San Diego  
and offered through Coursera

Business Analysis Foundations

## Honors-Awards

exhibition participant «VI  
International Competition Ex Libris  
Biblioteca di Bodio Lomnago 2012»

## Publications

Article about me and my artworks  
Publication about project "Favorite  
artists in Bashkiria" and about me

## Blog

My articles on Medium  
Article about me

# Anna Nikitina

Leader & Artist | Turning Challenges into Opportunities | Driving  
Growth, Collaboration, & Impact with Empathy & Vision  
Ho Chi Minh City, Vietnam

## Summary

### Empathy and Vision in Action

As an empathetic leader and artist, I leverage technology to empower individuals and systems. Through reflection and empathy, I identify challenges and turn them into seamless, impactful solutions.

In my role as a UX leader, I specialize in bringing teams together, optimizing processes, and fostering collaboration. As an artist, I delve into human nature through the painting expression.

I believe that everyone and everything has unique strengths, and my role is to align individuals and solutions with their true potential, fostering environments where growth, collaboration, and meaningful impact can thrive.

Let's collaborate on public engagements, UX articles, or join forces on exciting projects. I'm eager to share my expertise and creativity—reach out to explore new opportunities for innovation and inspiration!

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## Experience

### Yum! Brands

2 years 2 months

#### Manager UX

August 2024 - Present (9 months)

Ho Chi Minh City, Vietnam

- Mentoring and guiding UX designers: Providing support, feedback, and career development opportunities for the UX team. Setting clear goals, expectations, and performance reviews.

- Team building: Recruiting, onboarding, and retaining top talent within the UX team.

- Developing UX vision and strategy: Creating and communicating a clear UX vision aligned with business goals.
- Setting design standards: Ensuring consistency in design standards, best practices, and UX guidelines across the product ecosystem.
- Overseeing UX project timelines: Managing deadlines, priorities, and ensuring design deliverables align with the product roadmap.
- Cross-functional and cross-brand communication: Acting as a liaison between UX, product, engineering, operational leaders and stakeholders to ensure project alignment and smooth execution.
- Data-driven design: Encouraging the team to use data, metrics, and user feedback to drive design improvements and innovation.
- Championing user-centric design: Promoting the importance of user-centered design throughout the organization.

### Product Design Team Lead

March 2023 - August 2024 (1 year 6 months)

Ho Chi Minh City, Vietnam

- Stakeholder Collaboration & Requirement Gathering: Engaging with stakeholders to collect and integrate requirements into product designs, ensuring alignment with business and user needs.
- Design Workflow Optimization: Implementing tools and processes to enhance efficiency, streamline workflows, and improve overall team productivity.
- Design Standards & Governance: Establishing, maintaining, and enforcing design standards to ensure consistency and excellence across all projects.
- Design Critiques & Reviews: Leading design critiques and reviews to provide expert feedback, foster collaboration, and drive continuous improvement.
- Mentoring & Talent Development: Guiding junior designers by providing feedback, evaluating work quality, and supporting their professional growth.
- Recruitment & Team Building: Contributing to hiring efforts to attract and develop top design talent, strengthening the team's capabilities.

### Pizza Hut Digital Ventures

2 years 1 month

#### Product Design Team Lead

October 2022 - March 2023 (6 months)

Ho Chi Minh City, Vietnam

- Stakeholder Collaboration & Requirement Gathering: Engaging with stakeholders to collect and integrate requirements into product designs, ensuring alignment with business and user needs.

- Design Workflow Optimization: Implementing tools and processes to enhance efficiency, streamline workflows, and improve overall team productivity.
- Design Standards & Governance: Establishing, maintaining, and enforcing design standards to ensure consistency and excellence across all projects.
- Design Critiques & Reviews: Leading design critiques and reviews to provide expert feedback, foster collaboration, and drive continuous improvement.
- Mentoring & Talent Development: Guiding junior designers by providing feedback, evaluating work quality, and supporting their professional growth.
- Recruitment & Team Building: Contributing to hiring efforts to attract and develop top design talent, strengthening the team's capabilities.

### Product Designer

March 2021 - March 2023 (2 years 1 month)

Ho Chi Minh City, Vietnam

- Feature Design & Enhancement: Designing and iterating on new product features while refining existing ones to improve usability, functionality, and business impact.
- User Research & Insights: Organizing and conducting user research, including workshops, interviews, and data analysis, to drive informed design decisions.
- Design Rationale & Stakeholder Communication: Presenting, justifying, and refining design solutions based on stakeholder feedback, business goals, and user needs.
- Cross-functional Collaboration: Partnering with product managers, developers, and other stakeholders to ensure seamless implementation of design solutions.
- Prototyping & User Testing: Creating interactive prototypes and conducting usability testing to validate design concepts and enhance user experience.
- UI & Interaction Design: Crafting intuitive and visually appealing interfaces that align with brand identity and accessibility standards.
- Design System Contribution: Maintaining and evolving design systems to ensure consistency, scalability, and efficiency across products.
- Agile & Iterative Design: Working within agile teams, adapting designs based on continuous feedback and iterative improvements.

### TINYpulse

Senior UX/UI Designer

March 2019 - March 2020 (1 year 1 month)

Ho Chi Minh City, Vietnam

- Design System Ownership: Managed and evolved the Coach app's Design System to ensure consistency, scalability, and a seamless user experience.

- Cross-functional Collaboration: Partnered with engineering, marketing, and product teams to align on design goals and deliver cohesive, high-quality solutions.
- End-to-End UX Design: Led design efforts to refine the Coach app, focusing on intuitive interfaces, user engagement, and overall usability improvements.
- Feature Prioritization & Strategy: Worked closely with the Product Manager to define priorities, balancing user needs with business objectives.
- User-Centered Design Improvements: Incorporated user feedback and research insights into iterative design updates, enhancing the product's effectiveness.
- Agile & Fast-Paced Execution: Operated in a dynamic, collaborative environment, driving design initiatives and delivering impactful solutions across teams.

## Manjuna

Freelance UX Consultant | Product & Experience Design Expert

January 2012 - March 2019 (7 years 3 months)

Ho Chi Minh City, Vietnam

Notable Clients: Reebok, Lasselsberger Ceramics, and other global brands.

- Strategic UX Consulting: Partnering with businesses to solve complex design challenges, providing tailored solutions that align user needs with business goals.
- User-Centered Design & Research: Conducting in-depth research, usability testing, and workshops to optimize user experiences and improve product performance.
- Product Design & Innovation: Leading the design and refinement of digital products, ensuring seamless, intuitive, and engaging user interactions.
- Selective Project Engagement: Focusing on high-impact projects where expertise can drive meaningful transformation in UX strategy and execution.
- Branding & Visual Identity: Delivered full-scale branding solutions, including logo design, UI/UX design, and marketing collateral for global clients.
- UI/UX Design & Development: Designed intuitive interfaces and engaging user experiences for digital products across industries.
- Leadership & Team Management: Led cross-functional teams of designers, developers, and copywriters (up to 10 members) to execute large-scale creative projects.
- Educator & Mentor: Created design tutorials, wrote articles, and provided one-on-one mentorship to aspiring designers.

- Creative Vision & Artistry: Participated in six exhibitions, using painting as a medium to explore contemporary art and visual storytelling.

### RuEISoft company

Leading designer, Art director

2011 - 2012 (1 year)

Ufa, Russia

- Brand Development & Identity: Led the creation of the company's visual identity, ensuring consistency across all digital and physical touchpoints.
- UI/UX & Website Design: Designed and modernized the company's main website and digital products, enhancing usability and aligning with business objectives.
- Marketing & Promotional Design: Created promotional materials to support marketing efforts and strengthen brand visibility.
- Team Leadership & Design Management: Oversaw the growing design team, optimizing workflows, managing design processes, and maintaining high-quality output.

During my time at RuEISoft, I played a pivotal role in shaping the company's design vision and workflow. While the company's website has since evolved, my contributions helped establish a strong foundation for its brand and digital presence.

### Rim-Art

Graphic designer, artist

2009 - 2010 (1 year)

Ufa, Russia

- Custom Aerography Design: Created digital sketches for airbrush artwork, delivering high-quality designs for professional clients.
- Client Consultation & Presentations: Worked directly with customers, discussing ideas, refining concepts, and presenting designs for approval.
- Graphic Design for Small Businesses: Designed banners, flyers, and posters to support local businesses with eye-catching promotional materials.
- Interactive Studio Experience: Operated in an open studio space where visitors could observe the creative process, ask questions, and place custom design orders.

This hands-on role allowed me to blend artistry with client interaction, delivering personalized designs while engaging with a diverse audience.

## Education

Bashkir State University

Specialist, Mathematics · (2005 - 2010)