

ANNA NIKITINA

UX MANAGER | STRATEGIC DESIGN LEADER | DECISION & SYSTEM ARCHITECT

Ho Chi Minh City, Vietnam

Open to UK relocation | Available for international opportunities

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EXECUTIVE SUMMARY

Strategic UX leader specializing in navigating ambiguity, structuring high-risk product initiatives, and building scalable design governance within complex, multi-market environments.

Experienced in aligning product roadmaps to validated human needs, formalizing decision-making architecture, and elevating design influence beyond execution.

Operate at system level: translating uncertainty into structured problem framing, reusable foundations, and measurable impact.

Integrate AI-native approaches to accelerate synthesis and validation while maintaining quality and delivery balance.

CORE CAPABILITIES

- Strategic Problem Framing & Assumption Architecture
- Operating in Ambiguity & High-Risk Product Bets
- Roadmap Influence & Decision Traceability
- Design Governance & Risk-Tiered Review Models
- AI-Augmented Research & Synthesis Workflows
- Scalable Operator-Facing System Design
- Cross-Functional Influence Across Distributed Teams
- DesignOps & Delivery Acceleration

PROFESSIONAL EXPERIENCE

UX Manager

Yum! Brands — Ho Chi Minh City

Aug 2024 – Present

Owns UX strategy for operator-facing systems across 3 global brands, covering multi-market deployments and 9+ product streams (Coach & K&F ecosystems).

- Scaled UX from a single-designer setup to a structured team of 7, introducing role clarity, review checkpoints, and assumption validation practices to support multi-product delivery.
- Influenced roadmap prioritization and scope decisions (e.g., RMS, Deployment Chart, Dynamic Routines) by integrating risk-aware planning into product discussions.
- Rebalanced delivery expectations in high-risk initiatives to protect quality and reduce downstream rework.
- Improved operational task execution post-Dynamic Routines delivery, contributing to measurable increases in user satisfaction and task efficiency.
- Established structured review and decision traceability practices, improving clarity of ownership across Product and Engineering.
- Mentored and developed internal design talent, promoting one designer to Lead level and supporting multiple internal growth transitions.
- Introduced AI-assisted ideation and validation practices to increase exploration depth and accelerate early-stage feedback cycles.

Product Design Team Lead

Yum! Brands — Ho Chi Minh City

Mar 2023 – Aug 2024

- Formalized structured review checkpoints aligned to initiative risk tiers.
- Shifted team from reactive execution to discovery-led problem framing.
- Led multi-phase redesign initiatives improving frontline operational efficiency and reducing training overhead.
- Strengthened cross-functional alignment across Product, Engineering, and Brand stakeholders.

Product Design Lead

Pizza Hut Digital Ventures

Oct 2022 – Mar 2023

- Led UX direction for a core product, aligning design strategy with measurable operational outcomes.
- Formalized structured discovery and review practices, increasing clarity of ownership and reducing ambiguity before development commitment.
- Mentored designers and elevated quality standards through structured feedback and decision framing.
- Designed communication workflows improving user task success to 82%.

Product Designer

Pizza Hut Digital Ventures

Mar 2021 – Mar 2023

- Partnered with Product and Engineering to align UX initiatives with measurable business KPIs.
- Maintained and evolved scalable design system foundations supporting multi-market rollout.

Senior UX/UI Designer

TINYpulse

Mar 2019 – Mar 2020

- Improved engagement and reduced support load through UX optimization.

Freelance UX Consultant

Manjuna — Russia & Vietnam

2012 – 2019

- Delivered UX strategy for international clients (including global brands), aligning design direction with business objectives and growth goals.

Lead Designer / Art Director

RuEISoft — Russia

2011 – 2012

- Led design operations and established foundational workflows supporting scalable team practices and brand consistency.

SPEAKING & THOUGHT

LEADERSHIP

- EFTS Summit (2021, 2022) — Design Process
- Tech Meetup #13 (2020) — User-Centered Design

EDUCATION

Specialist Degree in Mathematics (Integrated Master's Equivalent)
Bashkir State University,
Ufa, Russia — 2011

CERTIFICATIONS

- UXQB® Certified Professional for Usability & UX (CPUX-FL)
- AI-Driven Product Designer
- Business Analysis Foundations