ANNA
BEZANI

SENIOR PRODUCT DESIGNER

● info@annabezani.com   ● annabezani.com

SKILLS & EXPERIENCE

◎ SENIOR PRODUCT DESIGNER

Waracle | Jan. 2022 - Present

◎ LEAD UX DESIGNER

Stevenson Astrosat Ltd | Jan. 2021 - Jan.2022

SENIOR UX DESIGNER

Stevenson Astrosat Ltd | Oct. 2019 - Jan.2021

◎ UX/UI PRODUCT DESIGNER

NN4M | Mar. 2018 - Oct.2019

◎ REGIONAL MARKETING DIRECTOR

Mentionlytics | Aug. 2020 - Present

UX DESIGNER & MARKETING EXECUTIVE

Mentionlytics | Jun. 2016 - Aug.2020

- Experience designing **accessible products**
- Advance level of knowledge/Experience of Web Content **Accessibility Guidelines (WCAG 2)**
- Experience **building design systems**
- Successfully created products heavily data driven (data visualisation, segments, reports)
- Successfully led UX teams through several key projects
- Led end-to-end research, design, and testing to attract and retain new target audience
- **Represent UX** at Senior Management meetings
- **Improve UX Maturity** in businesses
- Work collaboratively with cross functional teams
- Excellent collaboration with POs, PM and development teams
- Excellent knowledge of Figma, Sketch and other design tools
- Experience working in **Agile teams**
- Experience with Jira and Confluence

SKILLS

Technical

- Design Thinking
- Figma, Sketch & XD
- Adobe Creative Suite
- Miro
- In Vision
- ProtoPie
- Hotjar

UX SKILLS

- Product Strategy
- Usability Testing
- User Research
- Performance Analysis
- Survey Design
- Information Architecture
- Prototyping
- Pen & Paper

EDUCATION

◎ MSc User Experience Engineering

The University of Dundee
Human Computer Interaction
2016 - 2017

◎ Marketing and Communication, Digital Marketing

Technological Educational Institute of Crete
2009 - 2013