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Product Designer with 5+ years shaping products across **enterprise SaaS, B2B communications, Web3, and consumer apps** — from legacy platforms to early-stage builds from scratch. Specializes in **research-driven product thinking and systems-level design**: defining product architecture before UI, structuring ambiguous problem spaces, and influencing product direction at every stage.

- **Research**: led end-to-end research including recruitment, interviews, synthesis, and backlog shaping
- **Systems Thinking in Design**: designed end-to-end system architecture across information architecture, service design, and user flows before moving into screens
- **AI-Integrated Workflows**: integrated AI-assisted workflows for research synthesis, concept exploration, prototyping, and design documentation, reducing time from research to decision
- **Cross-Team Communication**: translated between design, engineering, and product; ran design reviews, owned handoff, and helped teams stay aligned when priorities shift

KEY ACHIEVEMENTS

- **Turned Zultys from a product that guessed at user needs into one that made decisions based on direct user evidence** — by building the company's first research program and putting real call center agents and supervisors at the center of every product decision
- **Shipped 30+ UX improvements across core workflows**, improving task efficiency by 14%, task success rate by 15%, and user satisfaction by 25%, while reducing support volume by 31% and enabling a 13% reduction in support team size within 3 months
- **As Founding Designer at jNet Secure, built the product from zero across IA, flows, UI, and design system**, then recruited and onboarded the next designer through the Sentry Enterprise acquisition
- **Simplified 3-Factor Authentication for non-technical crypto users** — removed onboarding friction while keeping all security requirements intact, resulting in 18% activation rate
- **At Zant, the therapist matching and rebooking experience became the product's core retention mechanic** — helping drive 12% first-week activation, access to care within 24-72 hours, and a 40% rebook rate

Expertise in **user research, information architecture, service design, and design systems, with a strong focus on product thinking, early-stage product development, and turning ambiguous problem spaces into clear, structured solutions.**

Authorized to work for any U.S. employer without visa sponsorship.

PROFESSIONAL EXPERIENCE

Zultys, Sunnyvale, CA

February 2023 – February 2026

US-based unified communications company — desktop, web, and mobile ZAC platform used by enterprise call centers and SMB teams, competing directly with Cisco, RingCentral, and Zoom.

PRODUCT DESIGNER

Led UX research, product design, and design system work across a legacy enterprise platform — introduced the company's first research program, shipped 30+ improvements, and drove a parallel redesign of the next-generation desktop app.

- **Built the company's first-ever user research program** — got direct access to call center agents and supervisors who were previously only reachable through a reseller chain, ran interviews, workflow observations, and surveys, and turned everything into a 99-insight backlog that gave product and engineering a shared, evidence-based view of user problems for the first time
- **Shipped 30+ UX improvements** across call panel, conference flows, video controls, access-ID management, auto-updates, and customizable call logs — improving task efficiency by 14%, task success rate by 15%, and user satisfaction by 25%, while reducing support volume by 31% and enabling a 13% reduction in support team size within 3 months
- **Led a parallel redesign track for the next-generation desktop app** — coordinated two designers, owned the new information architecture, task flows, navigation structure, and service design patterns while the live product kept shipping
- **Introduced structured problem framing across product and engineering** — reduced misaligned feature discussions and gave teams a shared format for making decisions before jumping to solutions
- **Integrated Claude and Cursor into the design workflow** — used them to process interview transcripts, generate structured insight summaries, and draft documentation that engineers and PMs could read and act on without chasing the designer for context

jNet Secure, Los Gatos, CA

June 2022 – January 2023

Early-stage Web3 startup — crypto card and wallet with 3-Factor Authentication, later acquired by Sentry Enterprise.

PRODUCT DESIGNER

Founding designer who built the product from zero and later supported continuity through acquisition as Design Advisor.

- **Built the product from the ground up** — information architecture, user flows, UI components, and design system — with no existing design infrastructure, embedded directly with engineers and one product owner
- **Simplified 3-Factor Authentication for non-technical crypto users** — removed onboarding friction while keeping all security requirements intact, resulting in 18% activation rate
- **Identified and resolved critical drop-off risks during design-stage testing** — catching problems before a single line of code was written and preventing avoidable rework
- **Recruited and onboarded the next designer, transferred full product context and design rationale**, then stayed on as Design Advisor through the Sentry Enterprise acquisition to keep alignment between product, design, and engineering

Zant, New York, NY

May 2021 – June 2022

Mental health booking platform — connecting clients with licensed therapists through a smart matching and scheduling product.

PRODUCT DESIGNER

Product designer on a small cross-functional team — owned feature design, usability testing, and Figma-to-engineering handoff across the core matching, booking, and onboarding flows.

- **Built the therapist-to-client auto-match feature from scratch** — matching logic based on specialty, availability, and client-stated needs, helping drive 12% first-week activation and reducing time to care to 24-72 hours
- **Created the session history and rebooking flow, including 1-click rebook** — removed every extra step between a client deciding to return and actually booking, helping drive a 40% rebook rate
- **Ran usability testing with engineering and PM before development** — caught the features that looked right on paper but broke down when real users tried them, saving rebuild cycles
- **Shaped onboarding for first-time therapy users** — making the matching logic transparent and the next step obvious so people felt confident completing their first booking

PROJECTS

Memoir — Independent Product Research and Concept Design

Exploring the problem space of family memory capture and sharing — research-driven concept work focused on product thinking, not production delivery.

- **Conducted exploratory discovery research with parents and adult children** — identified key friction points in how families document and revisit memories across existing tools
- **Defined core product structure and user flows** across photo, video, and text-based entries, including shared multi-member experiences
- **Shaped product direction** for simplifying content organization and reducing friction in revisiting past moments
- **Explored AI-assisted tagging and memory surfacing** — focused on keeping suggestions helpful and non-intrusive so users stay in control

FindCamp — Campsite Discovery and Booking Concept

Exploring friction in campsite discovery and booking — mapping user behavior, defining flows, and shaping product direction as an independent exercise.

- **Researched how people currently find and book campsites** — mapped friction across discovery, filtering, availability checking, and rebooking after cancellations
- **Defined core user flows** for search, filtering by location and dates, and cancellation alerts for hard-to-book sites
- **Shaped IA and key interaction patterns** for a streamlined booking experience across mobile
- Explored how **automated availability tracking** could surface last-minute openings to users **without manual checking**

EDUCATION

Bachelor's Degree in Finance, OSU

PROFESSIONAL DEVELOPMENT

Google UX Design Professional Certificate, Coursera

UX Design Certificate (310 hours), Yandex School of Data Analysis

COMMUNITY LEADERSHIP

TEDxWomen Los Altos Volunteer Photographer — documented speakers and event moments for a TEDx conference focused on women's leadership and community impact.

EXECUTIVE STRENGTHS

Product Thinking, UX Research, Information Architecture, Service Design, Systems Thinking, Design Systems, Usability Testing, Survey Design, Accessibility, Customer Journey Mapping (CJM), Competitive Analysis, Interaction Design, A/B Testing, AI-Driven Product Workflows, Early-Stage Product Development, Working in Ambiguity, User Behavior, Retention Design, Cross-Functional Collaboration, Stakeholder Communication, Design Handoff, Mentoring, Process Improvement

TECHNICAL SKILLS

Figma, Figma Make, Storybook, Chromatic, Jira, Notion, Miro, Amplitude, UserTesting, Hotjar, Google Analytics, Claude, ChatGPT, Cursor, Claude Code, Framer