

Anastasia Kuzmina

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PROFESSIONAL SUMMARY

Experienced UX/UI designer with a strong background in digital design and branding. I have redesigned complex bank interfaces, developed comprehensive UI kits, and crafted interactive prototypes to justify design decisions.

Product Designer

Mar 2025 — current

NDA startup

AR/AI Photo Product

- Leading a full redesign of core user flows, improving usability and aligning the product with user research insights
- Building design system from scratch, introducing and designing key new features
- Collaborated cross-functionally with developers and product managers to implement features in agile sprints.

UX/UI Designer

Feb 2024 — Jan 2025

Ipak Yuli Bank

Top 3 commercial bank in Uzbekistan

- Redesigned the bank's website and e-queue interface to improve usability and navigation.
- Built and maintained a comprehensive UI kit to ensure visual consistency across digital products.
- Developed interactive prototypes to guide design decisions.
- Coordinated a cross-functional design team in producing visual materials for digital, print, and packaging.

OTHER EXPERIENCE

Digital Marketing Manager

Sep 2021 — Aug 2023

Leroy Merlin

A European HomeDepot, Top-1 DIY retail company in Europe, e-commerce.

- Planned and executed email marketing campaigns across multiple CIS countries, achieving an average +2.1-point OR and a +0.2-point CTOR YoY.
- Conducted segmentation and personalization to deliver relevant messaging to diverse audiences.
- Integrated email marketing into campaign calendar driving measurable contributions to sales growth.

Digital Marketing Manager

Mar 2014 — Aug 2021

Air France KLM

Leading European airline

- Managed and launched multi-channel marketing campaigns, leading to a 14-point increase in online market share.
- Collaborated with global and regional teams to adapt global strategies for local markets.
- Led loyalty program marketing efforts increasing retention and ER.

EDUCATION

- CS50 — Computer Science program Harvard 2025
 - Moscow State University, Moscow, Russia
- Master's Degree, Linguistics and intercultural communication
GPA: 3,7. Diploma with Honour

SKILLS

Figma, Webflow, Wordpress, Cinema 4D, Adobe Creative Suite, Illustrator, Procreate, Pathway, Miro, Jira, Confluence, Pathway, Google Analytics, Midjourney, Generative Graphics, HTML/CSS