Anna Klibanov

gobanana.ca / anna.klibanov@gmail.com

Over the last 15 years, I've worked across diverse industries designing and building software. My most scaled work was at Edsby, an education platform servicing over 215 million users worldwide and winning more than 70 awards. My passion lies in crafting functional and user-centric products, where I meticulously consider both high-level perspectives and minute details. My skill set, spanning creative, practical, and technical domains, gives me a unique approach to product design and management. I'm creative, adaptive, and love to learn. I am motivated by a challenge and love the reward of overcoming obstacles.

Work Experience

Nov 2023– Present

Lead Product Designer
Texada

- Manage a design team across multiple products to deliver a consistent and seamless user experience through low-and high-fidelity wireframes, mockups, and prototypes
- Collaborate with cross-functional teams and product managers during product roadmap planning to create products that users love
- Work closely with engineering teams on the effective execution of designs
- Conduct user research and usability testing to better understand user journeys and iterate on designs

Oct 2022– Nov 2023

Senior Product Designer
ActiveState

- Managed a design team to deliver low-and high-fidelity wireframes, mockups, and prototypes that offered exceptional user experiences
- Employed tools and metrics to measure the success of designs, conduct user experiments, and promote Product Led Growth
- Worked closely with engineering teams on the effective execution of the designs
- Collaborated with cross-functional teams and product managers in roadmap planning and setting quarterly goals

Sep 2020– July 2022

Scrum Master
Edsby

- Led a 20+ person engineering team in Agile development
- Facilitated relationships with the Product Owner, business team, customer needs, and other stakeholders to ensure a clear and seamless product development process with best practices and user-centred design processes

April 2011–July 2022	**Senior Product Designer / Front-End Developer** Edsby

- Developed UI elements and prototypes for mobile/web applications
- Constructed wireframes, user flows, low-and high-fidelity mockups, and prototypes for new and existing products and features
- Conducted market research and user testing/interviews to iterate through designs for the most effective solutions
- Collaborated with the engineering team to ensure implementation of designs and seamless product deployment
- Designed, created, and maintained all public-facing marketing materials across different media

June 2010–Present	**Freelance Designer / Developer** GoBanana Design

- Extensive experience working with clients across all industries and media
- Worked with clients on small projects like single-page websites as well as large-scale projects including print and digital materials from concept to full execution installations.

2010–2011	**Graphic and Web Designer / Front-End Web Developer** Ingle International

- Designed and developed websites for clients
- Created intuitive user interfaces for web applications
- Worked closely with programmers to achieve optimal functionality
- Created other materials for the company and its clients, such as interactive flash presentations and print materials

Skills

- Product design
- UX/UI design
- User research and testing
- Wireframing and prototyping
- Web development
- Branding
- Project management
- Team leadership

- Verbal, written, and interpersonal communication
- Adobe Creative Suite
- Figma
- MS Visual Studio
- HTML/CSS
- Javascript

Education

2020	**Certified ScrumMaster (CSM)** Scrum Alliance
2006-2010	**Bachelor of Design (Honours)** York University/Sheridan College