

# Anna Grynko

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*UX/UI designer with 6 years of experience making seamless digital experiences that are creative and professional. Proficient in wire framing, prototyping, user research, and designing high-fidelity user interfaces for web and mobile devices. Proven ability to transform complex business needs into clear, interesting solutions to collaborative and user-centered design.*

## PROFESSIONAL EXPERIENCE

### BLINDS TO GO

Lead UX/UI Designer

Paramus, NJ

8/2023 - Present

- Led end-to-end UX/UI initiatives from discovery through delivery, resulting in increased engagement and improved conversion rates across digital platforms.
- Partnered closely with cross-functional teams—including the stakeholders, developers, designers (on-site and offshore) to align business goals with user-centered design strategies.
- Defined and communicated design strategies using wireframes, user flows, journey maps, interactive prototypes, and high-fidelity UI to guide product vision and execution.
- Oversaw QA testing processes, validating design quality, usability, and visual integrity across responsive web and mobile environments.
- Integrated user feedback, analytics, and business objectives to iteratively refine and enhance the product experience.
- Led the redesign of the POS system for custom product workflows, significantly enhancing the purchasing experience and driving measurable sales growth.

### Key Achievements

- Launched a responsive e-commerce platform that increased mobile conversion by 40%.
- Reduced cart abandonment through a redesigned checkout flow backed by A/B testing.
- Streamlined POS system for custom product configurations, enhancing usability and reducing transaction time by 50%.

### AMWAY

Senior UX/UI Designer

Jersey City, NJ

1/2022 - 8/2023

- Led UX/UI design efforts on multiple end-to-end product initiatives, delivering user-centric interfaces that improved engagement, usability, and business outcomes.
- Owned the full design lifecycle—from research and discovery to prototyping, testing, and final UI execution—across responsive web and mobile platforms.
- Conducted and synthesized user interviews, usability tests, and behavioral research to uncover insights and drive informed design decisions.
- Collaborated with product managers, developers, and key stakeholders to align user needs with business objectives, ensuring seamless design-to-development handoff.
- Actively led design reviews and brainstorming sessions, mentoring junior designers, and fostering a collaborative, feedback-driven design culture.
- Advocated for continuous refinement and iterative design, ensuring solutions evolved based on real user behavior and product performance metrics.

## OPEN TAG

UX/UI Designer

New York, NY

1/2019–August 2017

- Managed end-to-end UX/UI design for high-profile client accounts, delivering innovative solutions that drove a 20% increase in user engagement and a 15% boost in conversion rates.
- Collaborated closely with cross-functional teams—including product managers, developers, and client stakeholders—to ensure seamless design integration, timely delivery, and high client satisfaction.
- Conducted user research, stakeholder interviews, and usability testing to uncover key behavioral insights, enabling data-driven design decisions that elevated overall user experience.
- Translated business requirements into intuitive user flows, interactive prototypes, and visually polished interfaces across web and mobile platforms.
- Contributed to the development of internal design standards and best practices, helping maintain consistency and efficiency across projects and teams.

## OCEAN WAVES / ARRIELA & ASSOCIATES / RACHEL COMEY

Fashion Designer and Pattern Maker

New York, NY

1/2012–1/2019

- Transitioned from Fashion Designer & Pattern Maker to UX/UI Designer, leveraging 7+ years of experience in creative problem-solving, client collaboration, and visual design to craft intuitive, user-centered digital experiences.
- Applied a deep understanding of form, structure, and user needs gained in fashion to UI layout, responsive design, and interactive prototypes, resulting in seamless design thinking across physical and digital products.

## EDUCATION

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### KYIV NATIONAL UNIVERSITY OF TECHNOLOGY AND DESIGN

Bachelor of Design

Ukraine, Kyiv

## ADDITIONAL SKILLS

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- **Design Tools:** Figma, Adobe XD, Sketch, InVision, Photoshop, Illustrator
- **UX Research:** User interviews, A/B testing, usability testing, data analysis
- **Prototyping & Wireframing:** Low-to-high fidelity prototypes, journey maps, user flows
- **Collaboration Tools:** Jira, Trello, Asana, Slack, Confluence
- **Frontend Knowledge:** HTML, CSS, responsive design principles

## CERTIFICATION

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GOOGLE

[UX Design Professional](#)

5/2021

GOOGLE AR & VR

[Introduction to Augmented Reality and ARCore](#)

5/2021