

# Anna Mbali

## Product Designer



### EXPERIENCE

#### UX Designer

GPS Insight

April 2021 - Present - Scottsdale, AZ

- Design and iteratively enhance functionality of b2b SaaS applications across web and mobile
- Implemented Design Library (figma) for a team that previously had no library or components
- Redesigned legacy features into our new portal so that the old product could be deprecated and users could be introduced into the new
- Integrated recently acquired software functionality into existing solution to offer users a more seamless experience
- Lead projects and features from discovery phase through delivery, working cross functionally with product and engineering

#### UI/UX Designer

Ritual Wellness

March 2019 - January 2022

- Create user-centered designs to increase online bookings for beauty/wellness professionals
- Build custom experiences based on user need + business requirements
- Build wireframes, sitemaps, user flows, and iterate based on client feedback

#### User Experiments/Virtual Coach

Noom Inc

March 2017 - February 2019

- Worked cross-functionally with UX team to pilot weekly experiments testing coaching protocols and techniques - pioneering innovative ways to increase engagement and merge behavior change with technology

#### Education

*UX/UI Design, Professional Certificate*

University of Minnesota

2020

*Bachelor of Science*

Arizona State University

2014

#### Contact

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#### Skills

Product Design

Design Research

User Interface

User Experience

Wireframing

Prototyping

User Testing

#### Tools & Technologies

Figma - auto layout, variants, design

libraries, Jira, Slack

#### Social

[www.linkedin.com/in/annambali/](http://www.linkedin.com/in/annambali/)