

# Anna Iarinovskaia

## Product Designer

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Product Designer with 3+ years of experience in B2B SaaS platforms. Works end-to-end with cross-functional teams, integrating AI into the design workflow to streamline ideation, prototyping, and iteration - including shipping code changes to production. Architectural background brings a structured, scalable approach to design.

### EXPERIENCE

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#### Product Designer

Purpose Green - Berlin

Sep 2024 - Present

- Implemented AI workflows (Claude Code, Figma Code Connect) within the design team, enabling designers to prototype and ship changes directly in the codebase and design system.
- Flagged missing onboarding as a key blocker for the freemium transition - took ownership and designed a self-serve onboarding flow from scratch, now live in the platform.
- Took end-to-end ownership of the Configurator feature, including a custom 3D model - scaled from experimental concept to standalone product, becoming the most requested feature in sales demos and converting 10 new customers.
- Conducted user testings with customers and potential users, identifying usability gaps and translating insights into actionable product improvements.

#### UI/UX Designer

Datacapo - Freiburg

Feb 2023 - Sep 2024

- Redesigned the event gate-management platform, reducing average queue times at entry from 45 minutes to 20-30 minutes.
- Designed event management platform for Red Bull, improving operational efficiency and reducing manual steps for event staff.
- Maintained and extended the design system, ensuring consistency across platform features.

#### Architect

Gitai Architects & Fiebiger GmbH - Haifa / Kaiserslautern

Feb 2020 - Jan 2022

- Developed floor plans, 3D models, and visual designs applying sustainable and climate-responsive design principles.
- Designed floor plans with a focus on user movement and spatial logic - mapping circulation, zoning, and access for projects like a sports hall and medical facility.

### EDUCATION

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#### Full-Stack Software Development

42 Heilbronn

2022-2023

#### MSc Architecture

University of Stuttgart

2021-2022

#### BSc Architecture

TU Kaiserslautern

2017-2020

### SKILLS & TOOLS

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**Design:** Figma, Framer, Photoshop, InDesign

**AI & Dev:** Claude Code, Figma Code Connect, Figma Make, HTML, CSS

**Research:** Usability testing, user interviews, surveys, journey mapping, sitemap

**3D & Architecture:** Archicad, AutoCAD, SketchUp, Blender

### LANGUAGES

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**German:** Professional

**English:** Professional

**Russian:** Native