



# ANNA YUSHTINA

## UX/UI PRODUCT MANAGER

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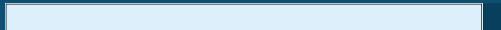
Date of birth: 09.02.1989

## UX/UI PM SKILLS

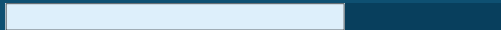
- Building wireframes, mockups and prototypes with Axure (web responsive & mobile apps)
- Agile methodology (SCRUM) & Canban
- Conducting usertests
- User stories management in JIRA
- A/B Testing
- SQL for data analysis
- Google Analytics
- Adobe Photoshop
- Challenging and guiding tech teams
- Performance reporting
- Quality assurance
- Technical meetings

## LANGUAGES

English



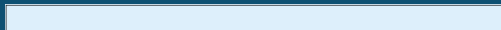
German



Norwegian



Russian, Ukrainian



## REFERENCES

**Cinthia Fehling**  
Creative Director at Leaf  
[cinthia.fehling@leaf.social](mailto:cinthia.fehling@leaf.social)

**Guillaume Jean-Baptiste**  
Product Manager at EasyTranslate  
[gjb@easytranslate.com](mailto:gjb@easytranslate.com)

## PROFILE

UX/UI product manager with over 8 years in technology with strong technical background and profound knowledge of agile methodology who knows how to collect, read and analyze data to make aligned decisions about design and functionality of software products.

## EXPERIENCE

### BOSCH Group (Mobility Media GmbH / Drivelog GmbH), Berlin, Germany

<https://www.drivelog.de/>

Portal for car drivers that offers direct service bookings and issued several apps

01.01.2018 - now (Drivelog GmbH)

UX/UI Product Design and Management:

- creating wireframes, mockups and prototypes of mobile apps and web responsive pages in Axure;
- conducting usertests;
- guiding developer teams that work both in SCRUM and Canban;
- JIRA user stories creation and administration.

01.05.2016 - 31.12.2017 (Mobility Media GmbH)

Frontend web developer (HTML, CSS, Javascript, GIT)

20.10.2014 - 30.04.2016

### Westwing Home&Living GmbH, Munich, Germany

<https://www.westwing.de/>

First and biggest Shopping-club for Home and Living in Germany

Email Product Development in CRM department (main revenue channel):

- coding static and responsive emails;
- designing ad-hoc Emails;
- UX/UI brainstorming, incl. creating wireframes and mockups;
- leading Email trainings for the new employees;
- monitoring performance;
- coordination and product manager role between UX/UI designer, style director and Head of CRM;
- testing across multiple devices and OS;
- implementing A/B and multivariate testing;
- working under SCRUM methodology.

10.03.2014 - 19.10.2014

### Immonet GmbH, Hamburg, Germany

<https://www.immonet.de/>

One of the biggest real estate portals in Germany

Frontend Web Developer:

- coding pages with HTML, CSS, Javascript, JQuery;
- working with GIT;
- working in agile environment under SCRUM methodology.

12.06.2012 - 16.08.2012

### Schjærven AS, Oslo, Norway

<http://www.schjarven.no/>

Advertisement agency, one of the biggest communication houses in Norway

Multimedia designer and Frontend Developer:

- development of flash banners in Adobe Flash;
- developing of mobile web-sites using HTML5, CSS3;
- picture and animations creation and editing in Adobe Photoshop.

10.02.2011 - 15.07.2011

### Tangram Ukraine, Kyiv, Ukraine

<http://www.tangram.ua>

Internet agency, (ecommerce solutions, web development)

Account Manager, SEO-Copywriter, Web-developer:

- account management, coordination between clients and developers;
- SEO-copywriting;
- development of web pages (HTML, CSS, CMS Joomla and CMS Drupal).

01.01.2008 - 01.01.2011 - Web developer (freelancer)

## EDUCATION

15.08.2011 - 13.12.2013

### Norwegian University of Science and Technology, Gjøvik, Norway

<https://www.ntnu.edu/gjovik>

Norway's second largest university, specialized in technology and science

- Master Degree in Media Technologies:

- Thesis on the topic: "Ontology-based Data Extraction in Scholarship-Related Context";
- core subjects: web development, web semantics, media convergence, media management and business development, digital workflows.

01.09.2006 - 20.06.2011

### National Technical University of Ukraine NTUU "KPI", Kyiv, Ukraine

<http://inter.kpi.ua/>

Biggest technical university of Ukraine

- Bachelor Degree in multimedia technologies (with honors);

01.09.2006 - 25.06.2010

### Goethe Institut, Kyiv, Ukraine

<https://www.goethe.de/>

Federal Republic of Germany's cultural institute, active worldwide

- TestDaf (TDN4, TDN5, TDN4, TDN4) - Certificate of proficiency in German language.

01.09.2002 - 26.06.2006

### Rusanivsky Lyceum, Kyiv, Ukraine

<http://www.rl.kiev.ua/>

Mathematical lyceum, #13 in Ukraine to prepare IT specialists (2017)

- School leaving certificate with Excellence

## OTHER SKILLS AND COMPETENCES

2012-2013: IT Manager and former Public Relations Manager at ISU GUC

(International Student Union at Gjøvik University College, autonomous branch of ISU Norway);

2010 - 2011 - member of AIESEC Ukraine

2010 - 2011 - TV translator (from English into Ukrainian), company: Starmaster

## PERSONAL INTERESTS

Frank Sinatra and music from 60ies

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Languages

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Traveling