

ANNA DUBOV

An inquisitive problem solver with a background in cognitive linguistics, management consulting and marketing. Lived in Russia, China and the UK. The intersection of people, environment and technology fascinates me. I firmly believe that the best solutions come from diverse ideas, and I treat feedback as a gift that helps me to grow personally and professionally. Cakes, scuba-diving and asking questions are my favourite things ever.

CONTACT ME

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MY RELEVANT EXPERIENCE

- Jan 2020 - current **UX DESIGNER**
No boring books (E-commerce startup: children books in Russian language)
I am the only designer, working closely with the CEO. With an established service in Russia the startup is now exploring markets in Europe.
My role: UX strategy, UX research, user journey, storyboarding, wireframes.

Impact: Research revealed that the target audience in Europe has different behaviours and needs when interacting with the product, which led to re-thinking the strategy.
- Aug - Sep 2019 **UX DESIGNER**
Tutti.space (Contract with a startup: venue hire for people in the creative industry)
Working in a team, we developed a native app, that works along with the existing website.
My role: In-depth interviews, usability testing, prototyping, wireframes, client workshops.

Impact: Significantly optimised search features. Reduced search filters from 68 to 20, which improved the task completion time from 90sec to 20sec.
- June - July 2019 **UX DESIGNER**
Islington Council (this project was done as part of the Flatiron UX/UI Design course)
Our team of 3 UX designers found an underserved audience and designed a solution for them to get easier access to the Council services online.
My role: Competitive analysis, field visits, 1:1 interviews, user journey, wireframing, applying GOV.UK style guide, ensuring consistency across wireframes, IA.

Impact: The Council has added the needs of the underserved audience we discovered on its agenda.
- Jan 2015 - Nov 2018 **MARKETING AND INNOVATION MANAGER**
nfpSynergy (market research consultancy for non-profit sector)
Utilising a range of qual and quant research methods, working closely with colleagues and towards the company's strategic goals, I produced actionable recommendations for business development, optimised operational processes, managed firm's online presence.

Impact: Increased leads by 60%. Saved the company c. £25K a year by redesigning internal processes.

Sep 2013 - Dec 2014

MANAGEMENT CONSULTANT - SUSTAINABILITY STRATEGY

KPMG

Clients include Coca-Cola, FIFA, UN Development Programme. Co-developed roadmaps, produced actionable recommendations to optimise business strategies, synthesised data to find patterns, advised on KPI settings.

Impact: Designed and ran a series of workshops on stakeholder engagement issues for non-profit organisations. This initiative was further scaled to other KPMG locations.

MY SKILLS

Software: Sketch, Axure RP, InVision, Miro, Mural, Adobe Creative Suite, Zeplin, G Suite, Microsoft Office, SQL.

Methods: User journeys, field study, 1:1 interviews, surveys, JTBD, usability testing, research design, roadmap co-planning, storyboarding, persona creation, workshops.

Languages: English, Russian, Chinese.

MY EDUCATION

2019 UX/UI DESIGN COURSE

Flatiron School, London

High-intensity 6-months bootcamp with real-life client projects.

Concepts: user-centered design, agile, design thinking, teamwork, storytelling, prototyping, wireframes, visual design.

2010 - 2011 MA, GLOBALISATION AND CORPORATE DEVELOPMENT

School of Oriental and African Studies, London

Grade: 68%, Merit.

Concepts: business strategy, research methods, critical thinking.

2006 - 2008 CHINESE LANGUAGE AND CULTURE

Capital Normal University, Beijing

Courses: Chinese language and culture, Chinese philosophy, Chinese literature.

2003 - 2009 BA+MA, THEORETICAL AND PRACTICAL LINGUISTICS

Russian State University for the Humanities, Moscow

Grade: 86% (Equivalent to British First Class). Master's thesis: Distinction.

Concepts: multilingual research, field interviews, qualitative research methods, cognitive linguistics, logic and algorithms.