



Anna Aksenovich

CRITICAL THINKER | INNOVATOR |
UX DESIGNER

CONTACT

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My biggest strength is the diversity of my professional, educational and life experiences that makes me see everything from multiple points of view and generate unique insights.

TECHNICAL SKILLS

Adobe Creative Suite	<div><div></div></div>
Figma	<div><div></div></div>
Jira	<div><div></div></div>
Qualtrics	<div><div></div></div>
Mural/Miro	<div><div></div></div>
UserTesting	<div><div></div></div>
Dovetail	<div><div></div></div>

ADDITIONAL QUALIFICATIONS



Google UX Design Certificate



SEO Fundamentals Certificate



Google Analytics Certificate



Google Ads (Video) Certificate

RELEVANT EXPERIENCE

Experience Designer

Habanero Consulting | May 2022 - current

- Created wireframes, high fidelity mockups and information architecture charts
- Developed solutions and Experience Design artifacts such as empathy maps, archetypes and roadmaps
- Designed research plans and guided strategy
- Conducted user testing and synthesized data into insights and actionable design decisions

Research Operations Coordinator

MURAL | Feb 2022 - May 2022

- Simplified and automated workflows
- Worked with product teams on determining criteria and guided their research practices
- Sourced and managed participant data

Researcher and Marketing Coordinator

Robin Hood Army | Aug 2018 - May 2020

- Produced visual content and copy for posters, brochures and internal newsletters, helping the company to establish their brand presence across social media channels

WRITING & RESEARCH

Writer

Re:Think, CTSI | Sep 2019 - Feb 2020

- Researched and developed story ideas
- Designed and conducted interviews
- Met tight deadlines and followed content requirements

Research Assistant

Sociology, University of Toronto
| May 2019 - Aug 2019

- Prepared literature reviews
- Gathered, synthesized and analyzed data
- Produced and edited content for a book publication



EDUCATION

BA Sociocultural Anthropology

University of Toronto

- GPA: 3.83; Graduated with Distinction
- Minors in Religion and Diaspora and Transnational Studies

Professional Certificate in Psychoanalysis

Toronto Institute of Contemporary
Psychoanalysis

BSc Management with Marketing

Royal Holloway University of London, UK

- First Class Honours (equivalent to High Distinction)

LEADERSHIP

Lead Editor

Synergy Journal| Sep 2019 - May 2020

- Planned content and oversaw its development
- Developed strategic partnerships with various groups resulting in a 70% increase in readership from the previous year

Team Leader and Researcher

Winner of ITAC, Munk School of Global Affairs|
Jan 2017 - Sep 2017

- Led and managed a multidisciplinary team of researchers conducting fieldwork in Mumbai, India
- Set research goals and deadlines
- Conducted interviews and ethnographic research

TRANSFERABLE SKILLS

Self-Starter	<div></div>
Communication	<div></div>
Empathy	<div></div>
Problem Solving	<div></div>
Project Management	<div></div>
Critical Thinking	<div></div>

PUBLISHED RESEARCH



- Peer-reviewed research paper "Constraints to Development: The Case of Dharavi", Re:Locations
- Critical Film Review "Consumer Feminism and Gender Representation in Four More Shots Please", Films With A Cause