

Ana Tsertsvadze

Product Designer / UI/UX Designer

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Professional Summary

Product Designer with international experience across Europe and the Caucasus, specializing in end-to-end UX/UI design for fintech, eSIM, CRM, and NFT platforms. Skilled in design systems, usability testing, and cross-functional collaboration. Focused on designing for global users and mentoring the next generation of women in UX.

Work Experience

Product Designer | Etops (Remote) *March 2024 - Present*

- Improved task completion speed and usability across key fintech workflows by redesigning core product interfaces.
- Reduced UI inconsistencies through systemized components and clearer design patterns.
- Contributed to stronger product adoption, supporting the onboarding of 4 additional enterprise clients.

Volunteer UX Mentor | Independent *2023 - Present*

- Mentored women in Georgia transitioning into UX, guiding them through UX fundamentals, portfolio development, and interview preparation.
- 3 mentees successfully secured UX roles following the program.

Product Designer | Globalcell (Remote) *October 2023 - March 2026*

- Led end-to-end UX/UI design for the company's eSIM platform (web and mobile apps, iOS/Android), covering discovery, user flows, wireframes, high-fidelity UI, and developer handoff.
- Redesigned the product experience and website, scaling the platform from 40-50 SIM/eSIM sales per month to 100,000+ monthly sales through direct and distributor channels.
- Increased task completion rate from approximately 15% to over 70%.
- Reduced drop-offs by approximately 70% and improved user satisfaction by 28%.
- Designed the core visual system and product experience adopted by international distributors using the platform.
- Identified team gaps and helped build the product team by recruiting a front-end developer, iOS/Android developers, a product manager, a graphic designer, and a tester, improving delivery speed and product quality.

Product Designer | Alphaling GmbH (Remote) *December 2023 - April 2024*

- Redesigned internal CRM-style tools used across the company, simplifying workflows and improving information hierarchy for faster daily operations.
- Reduced friction in internal processes by restructuring complex interfaces and navigation.
- Delivered end-to-end UX/UI solutions from user flows to high-fidelity designs, collaborating closely with stakeholders and developers to ensure smooth implementation.

UX/UI Designer | Aniborgs (Remote) *August 2022 - September 2023*

- Designed UX/UI for a mobile-first NFT platform and application for Android and iOS, delivering responsive interfaces and clear navigation across web and mobile.
- Built the platform experience from user flows to high-fidelity UI while maintaining consistent visual language across the product.
- UX improvements contributed to 67% growth in company funds during the platform's expansion period.
- Produced visual assets and social content supporting product marketing and brand visibility.

Junior UX/UI Designer | BMG (Remote) *March 2021 - February 2022*

- Joined as a UX/UI Design Intern and was promoted to Junior Designer, gradually taking ownership of product features.
- Supported the lead designer in redesigning product interfaces, improving usability and overall UI consistency.
- UX improvements contributed to fewer support tickets and easier task completion for users.
- Delivered user flows, wireframes, and high-fidelity UI while iterating closely with the senior designer.

Skills

Design Systems, UX Research, Usability Testing, Information Architecture, Customer Journey Mapping, Conversion Rate Optimization, Figma, Adobe Illustrator, Adobe Photoshop, Responsive Design, Web Accessibility (WCAG), Designer-Developer Collaboration, Product Strategy, Leadership, HTML, CSS

Education

Bachelor of Arts, International Relations

Free University of Tbilisi | September 2017 - August 2021

Licenses & Certifications

- GenAI for UX Designers - Coursera, February 2026
- Building Design Systems in Figma from Scratch - Udemy, December 2024
- Google UX Design Specialization - Coursera, February 2024
- Motion Design - Coursera, October 2022
- UI/UX Design - Smart Academy, September 2022
- Adobe XD - Coursera, August 2021

Languages

English (C2) | Georgian (Native) | French (B2)
