

Anna Lezhnina

Freelance UX/UI & Visual Designer

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About

Qualified freelance web and visual designer with 6 years' experience creating digital products and presentations for startups and small- and medium-sized businesses. With more than 20+ completed projects, I use a conversion-focused, no-code approach to build intuitive websites and compelling business presentations.

Work Experience

Self-Employed • Remote

January 2023 - Present

Freelance UX/UI & Visual Designer

- Led comprehensive web design, UX/UI, and visual communication projects for B2B and B2C companies, translating complex ideas into clear digital products and impactful visual materials from concept to live deployment.
- Delivered over 20+ conversion-focused websites and high-impact presentations for startups and small businesses, enhancing their digital presence and supporting growth.
- Conducted user research and usability testing with 15+ participants, informing UI/UX designs that improved task completion rates and user satisfaction.
- Shipped responsive websites in Framer and Webflow within 2–4 weeks, including custom animations and microinteractions that enhanced user experience and engagement.
- Structured complex content into visual business presentations of 20–100 slides, including pitch decks, investor presentations, and UX research reports.
- Developed visual systems for presentations, covering typography, colour hierarchy, iconography, and data visualisation to ensure consistency and clarity.
- Translated complex B2B products into visual narratives for investor pitches and user onboarding, increasing stakeholder buy-in and product comprehension.

Ways & Grace • Remote

September 2022 – August 2023

UX Researcher

- Conducted mixed-methods UX research (interviews, surveys, usability tests), generating 5+ actionable insights that shaped product roadmap priorities.
- Analysed research findings to support product-team decisions and strategic development.
- Conducted desk research on industry trends, competitors, and user needs.
- Managed customer interactions and ensured alignment with project requirements.
- Processed data and completed research tasks within defined deadlines.

NFTworkin

March 2022 – September 2022

Web & Visual Designer

- Led the design of the company website, from initial research and user flows to high-fidelity UI designs and handoff to developers.
- Conducted market and competitor research to inform website structure, user experience, and visual direction.
- Designed responsive, user-friendly interfaces and reusable UI components, ensuring consistency across pages and internal digital products.
- Prepared detailed mock-ups and design specifications, collaborated with developers during implementation, and reviewed the final result to resolve design-related issues.
- Created visual materials and presentations to communicate company initiatives, product ideas, and key information clearly.
- Partnered with cross-functional teams to align design with business goals, reducing revision cycles and accelerating time-to-launch by 20%.

Education

Tomsk State University

Digital Humanities, Master's Degree
GPA: 1.2

September 2019 - June 2021

Tomsk State University of Control Systems and Radioelectronics

Applied Computer Science and Engineering, Bachelor's Degree

September 2013 - June 2018

Skills

- Web Design, Website Redesign, Corporate Websites, Landing Pages, Responsive Web Design, Conversion-Focused Design, UX/UI Design, User Flows, Wireframing, Interactive Prototyping, User Research, Usability Testing, Figma, Figma Slides, Design Systems, UI Kits, Framer, Webflow, Tilda, Business Presentations, Pitch Decks, Investor Presentations, Commercial Proposals, Data Visualisation, Visual Communication, Brand Identity, Video Production, Adobe Creative Suite, Photoshop, Illustrator, InDesign, Jitter, Spline, AI Tools, Audience Research, Competitor Analysis, Market Research, Qualitative Research, Quantitative Research, Stakeholder Management, Cross-Functional Collaboration, Developer Handoff, Project Coordination, Deadline Management, Problem Solving
- Native in Russian, B1/B2 proficiency in English, Basic German