

Anna Fiore, UXC



London, UK • annaporuks@gmail.com • afiore.design • linkedin.com/in/acpfiore

Professional Profile

Senior Product Designer with over six years of expertise architecting high-impact SaaS, B2B, and consumer digital experiences within leading global consultancies and healthcare ecosystems. Proven track record in rapid product discovery, establishing repeatable user research (UXR) operations, and leading cross-functional alignment to deliver beautiful experiences that scale. Expert facilitator and strategic thinker leveraging a former career in international service and non-profit programme management to deliver human-centred experiences that make a positive impact on the world.

Core Expertise

- **Design & Strategy:** End-to-end Product Design, Information Architecture (IA), Journey Mapping, AI-enabled Rapid Prototyping, Wireframing, Service Blueprinting, Behavioural Design, Product Strategy
- **Research & Analytics:** User Interviews, Usability Testing, Co-design Workshops, Quantitative Surveys, Dovetail AI, UserZoom, PowerBI, Generative AI (Gemini, ChatGPT, Claude, NotebookLM)
- **Leadership:** Design Ops, Stakeholder Management, Cross-functional Collaboration, Mentorship/Coaching

Professional Experience

Thoughtworks | New York, US / London, UK

Senior Experience Design Consultant | May 2022 — Present

Lead end-to-end user-centred design processes, UX strategy, and cross-functional delivery for high-scale retail, government, and healthcare clients.

- **Manufactured Housing Retailer (Home Quality POC):** Led end-to-end UX design of a POC at a Fortune 100 client, delivering a working production dashboard and a demo Figma Make prototype spanning four operational personas; 3-month Delivery-as-Diagnosis engagement surfaced critical data infrastructure gaps and strategic learnings to shape their operating model improvement roadmap.
- **Fintech & Loyalty (Dining Rewards):** Conceptualized post-MVP product strategy and habit-forming features for a rewards platform serving 20,000+ restaurants; de-risked high-effort features through rapid concept testing with 20+ users alongside MVP delivery, accelerating commercial release timelines.
- **US State Government (Business Navigator):** Led AI-enabled concept validation for a Governor-endorsed small business permitting portal; built a repeatable user research (UXR) framework in Dovetail and created a JIRA-integrated UXR Recommendation Tracker, achieving 100% traceability from user insight to engineering ticket.
- **National Grocery Retailer (Insights Platform):** Aligned distributed teams of 15+ around a merchandising "Insights Feed" for a major grocery retailer; streamlined complex workflows, enhanced design system component usability, and documented conversational AI design patterns.
- **Biopharmaceutical Company (Data Mesh Platform):** Aligned cross-functional technical leaders around user journeys for an AI-enabled drug discovery platform; redesigned the UI to comply with React Material standards within 3 months, securing buy-in for continued UX investment.
- **Healthcare Nonprofit (Oncology Digital Library):** Led 0-1 product discovery, concept validation, and journey mapping; collaborated with agile delivery team to design, build, and launch the MVP in 6 months while scaling a unified design system.

Atlantic Health System | New Jersey, US

Digital Product UX Researcher | July 2021 — May 2022

Founding Digital Product Innovation Team Member; transitioned a regional healthcare system to digital-first workflows to enable virtual care during the COVID-19 pandemic.

- **Virtual Urgent Care Platform:** Conducted rapid customer usability testing to drive critical patient engagement and platform adoption; observed and interviewed care providers and paired with developers to implement iterations.
- **Virtual Neurology Consultations:** Collaborated with department leadership to define the problem space, then researched, mapped, and designed a streamlined online appointment request system for neurology patients to reduce patient friction and drop-off rates.

Freelance | Global

UX/UI Designer & Product Consultant | October 2020 — December 2022

Provided design strategy, UX research, and high-fidelity execution for a global digital consultancy, early-stage startups, and nonprofits.

- **Rightpoint (Digital Transformation Discovery):** Conducted sales enablement discovery research; synthesised qualitative/quantitative insights from over 100 interviews and surveys to deliver a comprehensive sales experience roadmap and solution prioritization matrix for a client in the locomotive industry.
- **MyHealthEd, Inc. (iOS App Design):** Redesigned and validated the "Real Talk" iOS app for a federally-funded adolescent healthcare study; mapped user journeys and wireframed story-driven interfaces to optimise retention.
- **NshoNam (Logistics/Fintech Mobile App):** Led 0-1 product design and interactive prototyping for a Ghanaian fishing supply chain mobile app, enabling the founders to successfully secure seed-stage venture funding.

Community & Practice Leadership

- **Thoughtworks (US/CAN Design Community Lead, 2022 – 2026):** Organise and facilitate monthly regional design community sessions for 30+ practitioners; drive practice maturity, standardise design operations, and encourage community building.
- **All Stars Project of NJ (Youth Programs & Outreach Lead, 2018 – 2020):** Organised professional skills workshops and facilitated community outreach events connecting inner-city youth with corporate networks for career and personal development.
- **Peace Corps Senegal (Community Health Extension Agent, 2016 – 2018):** 2-year deployment in a rural desert community, directed ethnographic research initiatives and managed community health projects; secured grant funding and designed public health campaigns, including a scholarship programme for 72 girls via Michelle Obama's Let Girls Learn initiative.

Education & Professional Credentials

- **NN/g UX Certification (UXC)** – Nielsen Norman Group, 2026
- **Generative AI Leader Certification** – Google, 2026
- **Foundations of Humane Technology** – Center for Humane Technology, 2023
- **Humanity-Centered Masterclass** – HmntyCntrd, 2022
- **Enterprise Design Thinking Practitioner** – IBM, 2022
- **UI/UX Career Track Certification** – Springboard, 2021
- **B.A. Clinical Psychology** – The College of New Jersey, 2015