Anastasia Sheveleva

Product designer

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Tbilisi, Georgia: remote work, relocation

Product designer with 4 years of experience in Proptech, Fintech and SaaS products. Experienced in end-to-end design, complex B2B and B2C workflows, CRM integrations, design systems, dashboards and AI features. I simplify complex user journeys into intuitive, scalable product experiences

Experience

Dvizh.io, AI-powered PropTech SaaS — Remote

Product designer

September 2022 – now

Led end-to-end product design for a SaaS platform used by 79 real estate developers, their clients and 40+ banks, delivering AI-powered features and workflow automation:

- Increased conversion to the mortgage application step by 20% by redesigning the B2C client portal and key deal modules
- Reduced application preparation time from 30 to 10 minutes by designing a document recognition feature for the electronic property registration module
- Reduced workflow steps by 50% by designing CRM integration widgets for Bitrix24 and amoCRM with synchronized customer data
- Built a coded prototype of an automated commercial proposal MVP in 5 days, consolidating a fragmented proposal workflow into a single tool for pilot testing
- Created a Claude Skill that gathers information and creates spec documentation, instructions and assets folder for Claude Design for fast prototyping
- Designed and maintained the product design system in Figma, cutting design-to-dev handoff time by 40% and keeping UI consistent across 9 products
- Redesigned the company's marketing website — rebuilt the visual language, layout and typography

Education

BA in Design, Peter the Great St. Petersburg Polytechnic University — Russia, 2022

Skills

Hard skills: End-to-End Product Design, UX/UI, Information Architecture, Competitive Analysis, User Flows, User Research, Workflow Optimization, Wireframing, Prototyping, Usability Testing, Visual Design, Responsive Design, Data Visualization, Design Systems, MVP Design, AI-Assisted Design, Prompt Design, Automation Workflows, Design QA

Soft skills: Systems Thinking, Analytical Thinking, Problem Solving, Cross-Functional Collaboration, Decision Making, Ownership, Adaptability, Multitasking, Prioritization

Tools: Figma, Framer, Claude Code, Claude Design, ChatGPT, Codex, VS Code, Magnific, Adobe CC

Languages

English, fluent
Russian, native