

Anda Rusnak

Product Designer with 7 years of experience crafting user-centric designs for mobile and web products. Expertise in user research, end-to-end design, and cross-functional collaboration. A self-motivated and passionate professional, skilled at aligning user needs with business objectives. Proven track record of enhancing user engagement and driving business growth.

Experience

Product Designer, Nox Health

June 2022 - February 2025

- Directed the redesign of a legacy enterprise software into a modern Electronic Health Record System, used as the foundation for 300 employees and clients, supporting 8,000+ patients
- Optimized user performance within patient management workflows by 40%
- Lead Designer for a \$500,000 project to reduce reliance on external systems by 50% and develop a custom in-house billing solution
- Shifted 5 teams of 20+ employees from reliance on spreadsheets to integrated systems, improving data accuracy by eliminating manual entry errors
- Crafted personas, journey maps, and workflow visualizations using Miro
- Designed wireframes, prototypes, and high-fidelity mocks using Figma
- Ensured compliance with WCAG accessibility standards to be inclusive for all users
- Validated designs during development, leading to a 75% reduction in design implementation inaccuracies and maintained high usability standards
- Contributed to the main component library and built a separate 200+ component library for the Patient 360 Project, documenting in Confluence to reduce design and development time by 25%
- Facilitated design critiques and retrospectives with 10+ team members to address challenges, create action plans, boost morale, and promote continuous improvement
- Managed cross-functional team communication with stakeholders, product owners, developers, and quality assurance teams, ensuring transparency, resolving blockers, aligning priorities, and fostering collaboration to drive project success and meet deadlines
- Collaborated remotely with a global team, managing meetings across 7 time zones

UX Researcher, Nox Health

September 2020 - May 2022

- Spearheaded the development of a HIPAA-compliant research process, overseeing user research, usability testing, and market analysis to inform design decisions
- Conducted 10 moderated user research projects using Maze and Usertesting.com, engaging 49 participants across 46 hours to gather valuable insights from both internal and external users
- Organized a centralized research database in Confluence, providing 10+ cross-functional teams with easy access to research findings and design deliverables
- Designed a self-scheduling system that reduced Care Team calls by 30%, enabling them to dedicate more time to patient care

UX Designer (eCommerce), Focus on the Family,

September 2018 - September 2020

- Led projects from end-to-end, for 3 divisions of the company, consisting of 50+ people each
- Executed a large-scale card sorting exercise to refine and organize content categories for the main website's structure, enhancing content efficiency by 10%
- Directed a project with 14 people, to sort tens of thousands of articles into the new site structure
- Redesigned the Adventures in Odyssey, Clubhouse, and Clubhouse Jr. Magazine websites
- Restructured the sitemap, navigation, and organization for the Focus on the Family website
- Trained 200 people from various cross-functional teams on WordPress and Elementor, enabling them to manage and maintain web content efficiently

Contact

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Skills

User Experience
User Interface
User Research,
Competitive Analysis
User Personas
User Journey
Empathy Mapping
Task Analysis
Sitemaps
Wireframing
Mockups
Prototyping
Usability Testing
Visual Design
Interactive Design
Card Sorting
WCAG
Agile

Tools

Figma
Sketch
Figma Prototyping
InVision
Maze
WordPress
Elementor
Jira
Confluence
Square
Shopify

Education

UX Certification
Careerfoundry, 2018

Bachelor of Arts
Benedictine College
Major Theology, 2009

**Nielsen Norman
Group Courses 2024**

- One-Person UX Team
- Design Tradeoffs and UX Decision-Making