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EDUCATION

MSc Product Design / UX-UI | Cardiff Metropolitan University | 2019-2020

BA Product Design / UX-UI | Cardiff Metropolitan University | 2016-2019

AI-ENHANCED DESIGN PRACTICE

✓ Design & Prototyping with AI

Lovable (AI-to-code), Claude Design, Figma AI, v0

✓ AI Product Design

Conversational UX, AI agent interaction patterns, prompt-driven interface design, AI onboarding flows

✓ Research & Strategy

AI-assisted synthesis, rapid ideation, generative research support

✓ Workflow Integration

Using AI tools end-to-end across discovery, prototyping, design system documentation, and developer handoff

CORE COMPETENCIES

✓ Service Design & UX Strategy

(Discovery to Implementation, Complex Workflow Design, E2E Customer Journeys)

✓ Product & Experience Leadership

(Rebranding Initiatives, Multi-platform Rollouts, Cross-functional Team Building)

✓ AI Feature Integration

Experience incorporating artificial intelligence (e.g., recommendation engines, predictive analytics) into products to enhance user engagement, streamline processes, and deliver personalized experiences

✓ User Research & Insights

(In-depth User Interviews, Workshops, Persona & Journey Mapping, Actionable Recommendations)

✓ Design Systems & Tools

(Figma, Sketch, AI-driven Design Tools, Off-the-Shelf Framework Integration)

✓ Stakeholder Engagement

(Collaborating with Product, Marketing, Tech, and External Partners to Align on Vision)

✓ Accessibility & Inclusive Design

(WCAG, ARIA Standards, Inclusive Design Best Practices)

✓ Agile & Scrum Methodologies

(Planning Sprints, Backlog Grooming, Testing & Iteration)

TECHNICAL SKILLS AND TOOLS

Design & Prototyping: Figma, Adobe XD,

Research & Testing: Arcade, Maze, UserTesting, A/B Testing, Session Video editing

User & Stakeholder Communication: Interviews, Surveys, Focus Groups, Usability Labs, Requirement Gathering

Collaboration & Documentation: Jira, Confluence, Miro, Notion

Development Handoff & Implementation: User Stories, Usability Diagrams, Webflow/Framer (basic), GitHub Collaboration

ANNA SZUMSKA

Driving Business Growth Through Strategic UX

Portfolio available at www.annaszumska.com

PROFILE

Product Designer with expertise in healthcare, digital accessibility, and complex service design. Experienced in delivering pixel-perfect, interactive UI in Figma across mobile and web platforms. Proven track record collaborating with clinicians, developers, patient groups and cross-functional teams to create compliant, user-centered solutions in regulated environments. Worked extensively with NHS frameworks, ensuring full alignment with NHS design standards, data privacy, and clinical safety requirements. Passionate about designing accessible and inclusive digital health experiences that improve patient outcomes and streamline care delivery.

HIGHLIGHTS

- Approach to High Ambiguity:** Leverage rapid research, service blueprints, and iterative prototyping to clarify requirements, uncover opportunities, and quickly validate assumptions with stakeholders.
- Multi-Platform Deliverables:** Experienced in website redesigns, mobile app creation, and internal tooling to maintain consistent brand identity and streamlined end-to-end experiences.
- Collaboration & Leadership:** Skilled at recruiting, mentoring, and managing cross-functional design teams—fostering an environment that values creativity, inclusivity, and continuous improvement.
- Brand & Marketing Alignment:** Work closely with marketing and external partners to develop brand and marketing strategies, ensuring cohesive execution of the company vision across all touchpoints.

PROFESSIONAL EXPERIENCE

Agilio Software - Senior UX Designer (September 2025 – Present)

HealthTech SaaS | AI-Integrated Product Design | Multi-Product Portfolio

- Leading end-to-end UX/UI design across 12 products within the Agilio portfolio, owning the full design lifecycle from discovery to delivery — 17 design wins shipped in under a year.
- Designed Ask Leo, Agilio's AI agent, defining the interaction pattern and conversation UX from scratch; now in live user testing and adopted as the foundation for the Agilio One platform.
- Led design of Agilio One — Agilio's upcoming AI-heavy unified platform — delivering onboarding flows and a dashboard centred on Practice Health scoring, compliance metrics, and integrated AI entry points.
- Built a token-based Enterprise Design System (EDS), WCAG AA verified with full light and dark mode across Figma, Claude Design, and Lovable.
- Introduced measurement frameworks where none existed, and surfaced a 35% efficiency gain to users at point of task completion via the Nova cycle flow.

GeneHub - Lead UX Designer (October 2023 - April 2025)

Healthcare Startup | E2E Service Design for Patient & Researcher Platforms | GDPR & NHS Compliance

- Led the end-to-end service design, integrating offline (clinic/lab) and online (portal/app) user journeys to create a seamless experience for rare disease patients managing genomic data.
- Developed comprehensive service blueprints, mapping patient data capture, secure data transfer, and research workflows to expose pain points and unify multi-stakeholder processes.
- Created new product propositions—such as data insight modules and genomic analysis tools—based on research with patient advocacy groups and researchers.
- Conducted in-depth user interviews and co-creation workshops, capturing needs of patients, clinicians, and research teams to guide product roadmap and MVP development.
- Ensured strict regulatory compliance (GDPR, NHS guidelines) while optimizing UI/UX for maximum usability, accessibility, and data security.
- Established a scalable design system, enabling rapid iteration and consistent brand representation across multiple touchpoints.

LiveMore Mortgages - UX / Product Sole Designer (July 2022 - July 2023)

Fintech | Mortgage & Broker Platform | Company-wide Rebrand

- Drove offline-to-online journey mapping, ensuring a cohesive end-to-end mortgage experience from initial in-branch consultation to digital application submissions and approvals.
- Oversaw end-to-end design of the broker portal—from initial discovery sessions to live product rollouts—transforming the mortgage application journey for both brokers and customers.
- Created in-depth service maps to link each stage of the mortgage process (broker leads, underwriting, compliance checks) for reduced turnaround time and enhanced cross-team alignment.
- Launched a rebranding initiative, revitalizing the brand identity across platforms (internal tools, website, marketing assets) and improving cross-channel cohesion.
- Designed and implemented a new underwriting and compliance system, simplifying internal processes and reducing time-to-approval through better workflow alignment.
- Carried out extensive user research (interviews, usability testing) and integrated those insights to enhance navigation and reduce drop-off rates.
- Managed cross-functional collaboration with Product, QA, Marketing, and Development teams, ensuring strict timeline adherence and consistent brand voice.

CareDocs - UX Design Lead (November 2020 - July 2022)

Healthcare Software | Mobile Care Management | Accessibility & Inclusivity

- Directed service and UX design for a mobile-first care management application, breaking down complex healthcare workflows into accessible steps for care providers.
- Pioneered the company's first external usability testing program, gathering real-world data to shape iterative design improvements and incorporate WCAG-compliant features.
- Introduced a standardized design process, influencing UX maturity across the organization and mentoring junior designers to embed a user-centric culture.
- Collaborated with stakeholders (Developers, Product Owners, QA) to integrate accessibility best practices (ARIA, color contrast, inclusive language) into every product release.
- Maintained detailed design documentation, ensuring seamless handoff and consistent design language across multiple teams.

Insphere - UX / Product Designer (August 2020 - November 2020)

Industrial Software | Agile Environment | UI/UX Optimization

- Developed user-centric dashboards for an industrial automation platform, enhancing data visibility and real-time monitoring for factory processes.
- Conducted rapid prototyping and co-creation sessions with engineers, leading to immediate usability improvements and better user adoption.
- Balanced legacy requirements with modern interface standards, streamlining the user workflow and reducing on-site training costs.

Hodge Bank - UX / UI Designer Live Brief - (February 2020)

Banking & Finance | Research & High-Fidelity Prototyping

- Led a live-brief project focusing on financial service design, creating personas, user flows, and hi-fidelity prototypes to reimagine the digital banking experience.
- Conducted market research and competitor benchmarking, providing actionable insights that shaped the concept proposal and recommended product improvements.