



Anna Pershina

Interface designer

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ABOUT ME

I've been designing interfaces since 2019. My current focus is research-heavy services, medtech and human-centered AI.

I work in narrow niches and dive deep into the subject matter — from embryologists' workstations to systems that detect defects on aircraft skin. My technical background makes it easier to work with developers, and my skills in illustration, 3D, animation, copywriting and prompt engineering let me create content on my own.

I untangle complex requirements and turn them into a clear working tool **for people**.

EXPERIENCE

Sber · UX/UI designer

Dec 2024 — Jun 2025

Supported and updated the homepage. Designed and built landing pages for special projects. Designed marketing materials and creatives strictly within the brand guidelines, drawing my own illustrations where none were available. Wrote UI guidelines.

Innopolis University · UX/UI designer

May 2022 — Dec 2024

Designed web apps, microservices and nationwide products from scratch: created and defended concepts, prototypes and UI. Built a design system for a suite of services. Supported implementation and reviewed front-end builds. Took part in UX research. Ran Figma workshops for analysts and developers. Helped organize conferences.

TradingView · graphic designer

Jul 2021 — Apr 2024

Moderated the news feed on the homepage and in charts. Art-directed a junior designer: guidelines, checking visuals against the news context, checking licenses. Edited and created images, generated them in Midjourney. Worked with fellow editors from the London office.

Yuzhny Gerion · UX/UI and graphic designer

Nov 2020 — Nov 2023

Designed mobile and web apps for IT startups and accelerator projects from scratch to launch, including Skolkovo grant projects. Provided design expertise on internal projects. Worked with front-end and back-end developers. Communicated with clients, presented and defended design decisions. Supervised junior designers on Upwork.

School No. 107 · computer science teacher

Nov 2020 — Apr 2021

Web design course and curriculum, lectures and practical classes, adapting complex material.

Chulakov · graphic designer

Nov 2019 — May 2020

Tasks for Sber, VTB, Alfa-Bank, Kaspersky, Rosneft and others: illustrations, icons, retouching. 4 major tenders, 2 won (including VK). Outstaffed to Sber's product team.

SKILLS

- Designing complex products from scratch
- User flows, user stories and CJM, taking part in user interviews
- Design systems and supporting development
- Designing AI products and working with AI tools
- Graphic design and illustration
- Presenting and defending decisions, working with clients
- Reviewing layouts and front-end builds: I find issues and help fix them

TOOLS

Figma

Pixso

Sketch

Framer

Photoshop

Procreate

Midjourney

Claude Design

Claude Code

EDUCATION

- BBE course "Head of Product Design: a product approach to management"
- Master's program (1st year), "Information Systems and Technologies", major in "Media Production and Content Management", 2022
- Bachelor's degree, "Information Systems and Technologies", Department of Media Technologies, Don State Technical University, 2021