



Ivan A. Annikov

**Product Designer | San Francisco, CA**

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## Summary

I'm an experienced product designer with entrepreneurial spirit, proven leadership abilities and thorough understanding of business fundamentals. My core competencies are in user experience, interaction, and visual design of both web and mobile products. I also have significant experience managing SaaS products and working with technical teams to build software.

## Experience

### **PRODUCT DESIGNER, IVANANNIKOV.COM – JULY 2016 - PRESENT**

After spending a good portion of my career in senior design roles at a number of Silicon Valley tech companies, I currently work as an independent full-stack product designer helping companies in major US tech hubs build amazing software.

### **HEAD OF PRODUCT DESIGN, LEADGENIUS – OCTOBER 2014 - JULY 2016**

I joined LeadGenius to head up product design and build a team of well-rounded designers to support future product development and marketing efforts. I worked closely with one of the co-founders and a talented engineering team to build web-based products for LeadGenius' clients as well as internal tools for a large number of the company's research professionals.

### **CO-FOUNDER - PRODUCT DESIGNER, ENTIO – JANUARY 2014 - FEBRUARY 2015**

As a design co-founder I worked closely with three engineers to build a SaaS product in the marketing space for small businesses. The product consists of a web-based business dashboard, a mobile consumer-facing iOS app and a set of APIs for publishers. My responsibilities ranged from driving product strategy to wireframing user flows and designing both interactive and visual components of the product. I was also responsible for collecting initial user insights through one-on-one interviews and conducting user testing with registered clients upon product launch.

### **SR. INTERFACE DESIGNER, KABUTO – MAY 2013 - JANUARY 2014**

Led design efforts for Android mobile app, working closely with the VP of Design and our engineering team to deliver UX and interface design for the very first versions of the Android mobile app. I collaborated with the lead iOS designer to make sure Kabuto mobile apps were congruent across platforms and served as logical extension of our primary web app. Other responsibilities included working on Kabuto web app UX, Chrome extension and setup of GooglePlay store. I also assisted with interviewing, on-boarding and mentoring of new design hires.

**DESIGN CONSULTANT, GROW MOBILE – SEPTEMBER - DECEMBER 2012**

At Grow Mobile I worked closely with the founding team during the pre-launch phase of a brand new product in mobile advertising space. My primary focus was on the design of the client-facing instruments and data-intensive dashboards. The main objective was to create an intuitive work-flow for both individual developers and large publishers who utilize Grow Mobile as a unified platform to manage, analyze and optimize their user acquisition campaigns.

**SR. VISUAL DESIGNER, IMVU – MARCH - AUGUST 2012**

Collaborated with interaction designers and product managers to deliver pixel-perfect visual assets for user interfaces across current IMVU platform. Created wireframes and visual designs for exploratory projects aimed to define the features of the next generation product. Conducted extensive research into current GUI best practices.

**SENIOR DESIGNER, INTERNAP – AUGUST 2008 - MAY 2010**

Coordinated and serviced a wide range of internal design projects and worked on strategic planning of corporate advertising campaigns. Played a leading role in designing overall user experience of the new corporate site, coordinated production of visual assets and supported engineers during the development process.

**FOUNDER - DESIGNER, FOUNDATION ONE STUDIOS – JANUARY 2003 - JUNE 2008**

Successfully established and profitably managed a design studio that specialized in production and lifecycle management of graphic and web design projects for clients within a wide range of industries. Spearheaded business development, marketing efforts and managed multiple client accounts. Served as a project manager and creative lead on majority of in-house projects. Established and maintained profitable relationships with talent agencies, freelancers as well as a wide range of service providers.

## Education

Maastricht University – Masters Programme in Marketing, 2010 - 2011

Oglethorpe University - BA International Studies and Communications, 1995 -1999

## References

Available on LinkedIn at [linkedin.com/in/iannikov](https://www.linkedin.com/in/iannikov) or upon request.