


Anna Rogers

Senior Product Designer

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Current Toolbox

Design

Paper & pencil	Figma
Sketch	Adobe CC
UserTesting	Miro
Amplitude	Procreate

Programming

Javascript
HTML
CSS

Skills

Prototyping	Usability testing
Flows	User Interviews
Wireframing	Presenting
UI Design	Workshopping
Illustration	Branding

About Me

I'm an designer with a programming background—I work with design and development teams to build awesome products.

I believe in design that can simplify a complicated process. I'm always looking to reduce complexity and create beautiful, intuitive designs that my users love.

In my spare time I'm a cyclist, hiker and wannabe banjo player. I also bake pretty good scones, and maintain [MapQuiz](#), an iOS geography quiz app with a 4.7-star rating, stellar reviews and 12.5k MAU

Experience

Senior Product Designer | [Farmers Business Network \(FBN\)](#)

San Francisco, April 2022 - Feb 2024

In-house senior designer for a platform for farmers to maximize their income with data and technology.

- Defined top-of-funnel initiatives to increase organic traffic, new membership signups, and land-loan applications, including:
 - Designing a [loan calculator](#) which increased the land loan application completion rate from **~7% to ~40%**
 - Designing a [land research tool](#) for farmers, which saw **64,000 unique visits** within the first six months with a **10% sign-up rate**
- Defined feature roadmaps by running workshops and brainstorming sessions, and then gaining buy-in from business stakeholders
- Conducted user interviews and usability testing to keep feature development agile

Product Designer | Freelance

Remote, Jan 2021- present

Worked for a variety of large and small companies including: [Super Cheap Auto](#), [Mind Navigator](#) and [Collective Benefits](#) (now Onsi). The work included setting up design systems, modernizing legacy UIs and systematizing new branding across an existing products.

Product Designer | [PALO IT](#)

Sydney, Oct 2018 - Nov 2020

Design consultant for PALO IT, a global agile software development company.

- Streamlined insurance quoting and sales for [Munich Re](#), one of the world's largest re-insurers. The product we designed and built is now used by several other billion-dollar insurance companies in India, China, Taiwan and Thailand
- Conducted a user research campaign for [Westpac](#), Australia's second largest bank, to stress-test product ideas and help the bank fail fast and iterate

UI Engineer | [JP Morgan Chase](#)

San Francisco, Jan 2017- May 2018

Redesigned, built and maintained the profile section of [chase.com](#), which received ~3 million visitors a month as of May 2018

Education

[Hack Reactor](#) | San Francisco 2016

Advanced Software Engineering Immersive Program

[LUMA Institute](#) | Sydney 2019

Practitioner of Human Centered Design

[Cardiff School of Art and Design](#) | Wales 2012

BA Honors