



Ana LaRue

Product Designer

SUMMARY

Hi, I'm a product designer that discovered her passion for design after doing Product Marketing in Silicon Valley. I grew up in Slovenia, moved to the United States for my studies (and tennis), and am currently living in Zürich, Switzerland. I worked for a design focused San Francisco mobile startup Path, was part of the team that launched the re-branded SurveyMonkey and the 3rd product designer at a Swiss Brand Management SaaS startup Frontify.

EXPERIENCE

Self-Employed, Switzerland — *Product Designer*

Freelance projects. Jan 2021 - Current

- Launched a pet project cycling startup SVPER.com designing a number of landing pages responsible for driving growth and improving SEO.
- Illustrated a children's book.
- Took some time off to spend with my family.

Frontify, Switzerland — *Product Designer*

Best-in-class brand management software. Feb 2018 - Dec 2020

- As the 3rd product designer, I evolved the design of various web app features, from conceptualization with stakeholders to final implementation with product managers and engineers.
- Drove problem framing, ideation, user flows, wireframes, mock-ups, prototypes, ending up with user-validated, high-fidelity designs.
- Started up company's user research practices, responsible for planning, preparation, execution and evaluation of user research (user interviews and user tests).
- Collaborated with the growth team to provide assets for landing pages, and A/B tests leveraging my previous product marketing knowledge driving self service growth and pricing page redesign.
- Collaborated closely with the Design System lead to develop new components.

Survey Monkey, San Francisco — *Product Marketing Manager*

Leading online survey platform. Jul 2015 - Nov 2017

- Grow the usage of self-service survey platform by individuals and

ABOUT

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Zürich, CH

EU citizen

Swiss B-Permit

EDUCATION

Masters in International Business Administration

University of Ljubljana /
2009-2011 / Concentration:
Marketing

BA in Communications

Wake Forest University /
2005-2009 / Concentration:
Digital Media

CERTIFICATION

Use Experience (UX) Design

General Assembly, San
Francisco / 2017

User Interface (UI) Design

Designlab, San Francisco /
2017

organizations around the world.

- Develop and execute marketing strategies with a goal of driving acquisition, lifting conversion rates, increasing engagement and growing revenue.
- Develop and execute go-to-market strategies including targeting, positioning, messaging, pricing, and rollout sequencing.
- Drive the creation of product content (e.g. customer case studies, product videos, website copy, blog posts) to articulate the benefits of our products to the world.

Path, San Francisco — Marketing Manager

Mobile social networking startup. Aug 2014 - Jul 2015

- Defined the marketing roadmap for three separate iOS and Android apps used by more than 5M daily active users
- Drove key growth and engagement metrics using email, push, announcements, and social, driving 10% of traffic
- Drove user research and developed an ambassador program, The Path50, which was used by design and engineering to test new features
- Developed in-app announcements into an onboarding feature, improving retention and engagement of new users. Resulted in increasing engagement by 5%.
- First Path employee to work in Indonesia

Maximpact, Monaco/San Francisco — Marketing Manager

Impact Investing Startup. Feb 2013 - Jul 2014

- Developed product positioning, go to market strategy and managed launch campaigns to build the brand
- Maximized a bootstrapped budget through content, email marketing, SEO, and social to establish an active influencer community of over 3000 social impact members

Delo, Ljubljana, Slovenia — Digital Marketing Manager

Largest national news publishing group. Feb 2011 - Feb 2013

- Launched company's first iOS and Android apps, driving company's first digital revenues
- Launched company's re-branded website and iPad app, working closely with design and engineering
- Drove user research using focus groups and quantitative surveys to support strategic marketing and design initiatives

Publicis Groupe, Ljubljana, Slovenia — Strategic Marketing Intern

Creative advertising agency. May 2009 - Dec 2009

- Initiated localized market research for portfolio brands such as Renault and L'Oreal

SKILLS

Interaction design
UX & UI design
Wireframing
Flow mapping
Prototyping
User research
Usability testing
Figma, Sketch
InVision
Mixpanel
Google Analytics
Tableau
Design Sprints

LANGUAGE

English - Native
German - C Level
Slovenian - Native

SOCIAL

[instagram.com/larueana](https://www.instagram.com/larueana)
[linkedin.com/in/analarue](https://www.linkedin.com/in/analarue)

INTERESTS

- Making small-batch dark chocolate from the bean to bar.
- Road cycling and touring
- Watching and playing tennis. Was ranked top 30 in the world in junior tennis. Competed in junior Wimbledon, French Open and US open. Full Scholarship to US Division 1 University.

REFERENCES

- Available upon request