

ANASTASIA FESHINA

Product Manager

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INTRODUCTION:

Creative problem-solver with experience in SaaS solutions, dedicated to transforming software into functional, effective, and enjoyable products. Strong background in UX, including roles as a product manager, educator, and advocate within the SaaS industry, along with academic research focused on addressing contemporary challenges through a UX perspective. I am eager to leverage this blend of practical and academic expertise to drive innovative solutions in a dynamic environment.

WORK EXPERIENCE:

Product Manager - IBM

Sydney, Australia
2021 - 2023

- Grew and developed IBM Envizi's data visualisation offering powered by Microsoft PowerBI.
- Delivered Data Visualisation mini-applications for clients across Oceania, North America and Europe;
- Liaised with above clients to gather feedback and determine customer satisfaction;
- Designed and implemented internal processes to improve application stability and usability;
- Wireframed and designed new application features, user flows and interfaces with Figma;
- Worked with a team of developers to build and deliver features;
- Co-managed the feature release process for the API;
- Guided the product through an acquisition by IBM, scaling and developing the offering to suit a market of thousands and cope with increased usage pressure.

Academic Tutor - University of Sydney

Sydney, Australia
2021 - Present

Taught students in all stages of their qualification, from first to final year. Created class material, delivered classes in-person and online and mentored high performers. Notable units taught with the university include:

- DECO1016 Introduction to Web Design
- DECO2019 Qualitative Research in Design
- DECO2200 Interaction Design Studio
- DECO3100 Information Visualisation Design Studio

Client Executive - ID-POP

Sydney, Australia
2019 - 2021

- Translated client expectations into creative design briefs;
- Briefed the design team on project requirements and objectives;
- Communicated with local and offshore suppliers, handled project approvals and maintained CRM records.

EDUCATION:

Bachelor of Design Computing (Minor in Marketing)
University of Sydney, Graduated 2020

MISC:

2020 Atlassian Industry Award Recipient
Languages: English, Russian

SKILLS:

- User/Market Research and Analysis
- Customer Journey Mapping
- Usability Studies
- Workshoping and Co-Design
- Copywriting
- Basic Development (Python, WebDev)
- Interface wireframing & prototyping (e.g. Figma Design System)
- Data Visualisation
- Scrum & Kanban
- Product Roadmapping