

Anastasia Kashkinova

Senior Product Designer & UI/UX Engineer

Bridging design and engineering, I specialise in UX, UI, design systems, front-end development and AI workflows. I'm comfortable across the entire spectrum, from leading 0→1 product design to contributing across product improvement, maintenance, and internal tooling. My industry experience spans developer tools, e-commerce, medtech, neurotech, adtech, and more across B2B, B2C, and Enterprise SaaS.

Experience

Staff UX Engineer, Product Lead

Sesimi, Melbourne, May 2024 - Present

- ◊ Lead UX and product strategy, aligning feature development with quantitative and qualitative user data and business goals, delivering 5 new SaaS products (2 for Lexus US, unlocking an additional 14% revenue).
- ◊ Prioritise, plan, and refine features and flows using usability testing insights, surveys, analytics, business impact metrics, feasibility, and stakeholder feedback.
- ◊ Enhance the Design System and its adoption (Storybook, React/TS, Figma Codeconnect, AI MCP integration), improving product consistency and dev speed.
- ◊ Design, develop, and maintain website & SEO strategy to support marketing, sales, and wider business goals. 280% Google impressions increase in 12 months.
- ◊ Lead redesign of a legacy Co-Op Funds Management product rebuild vital in supporting 50% of the business revenue.

Experience Designer

Affectable Sleep, Sydney, Aug 2025 - Present ~ Fractional

- ◊ Establishing interaction patterns for the next-gen neurotech sleep headband.
- ◊ 0 → 1 product design of the iOS companion app (Swift UI) + web dashboard (JS, TS).

Senior Product Design Engineer

Buildkite, Melbourne, Feb 2024 - May 2024

- ◊ Helped improve Pipelines product (core CI/CD feature), translating insights, user interview findings and Mixpanel data into design changes, improving efficiency and feature adoption.
- ◊ Led iterative design strategies with stakeholders and engineers, creating wireframes and high-fidelity mockups.
- ◊ Paired with engineers to ensure accurate implementation in Rails views and JS.

Design Lead - Jan 2022 - Jan 2024, **Sesimi**, Melbourne

Senior UX Engineer - Oct 2020 - Jan 2022, **Sesimi**, Melbourne

- ◊ Led UX/UI design for new features and enhancement of the existing features and flows, from wireframes to high-fidelity prototypes.
- ◊ Established and optimised user research processes (A/B testing, GA, Hotjar, Smartlook, Mixpanel, user testing, and Interviews).
- ◊ Supported design and front-end development for Sesimi's new DAM and Templating platform, scaling from 0 to 3,000 MAUs.
- ◊ Created and maintained a UI library and the beginnings of the Design System (Figma, React/Storybook) to enhance product consistency.

Contact

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<https://linkedin.com/in/saintasia>

Design Skills

Design thinking / Design systems

Human-Computer interaction

User research / User testing

Wireframing / Prototyping

UX design / UI design

Figma / Adobe Creative Suite

Google Analytics / Mixpanel

Creative problem solving

Data analysis / Business analysis

AI design workflows

Development Skills

Typescript / JavaScript

React / ES6 / ES8

Gatsby / Astro / Remix

Jest / Vitest / Cypress

Node.js / Express.js

JSX / HTML / Slim

CSS / SASS / SCSS / CSS-in-JS

Tailwind CSS

npm / yarn / vite / git

Python / Jupyter notebooks

Claude Code / Copilot

Prompt & Context Engineering

Software Engineer (Design System)

Redbubble, Melbourne, Apr 2020 - Oct 2020

- ◊ Core developer and maintainer of Redbubble's design system, improving performance, accessibility, documentation and support of the new screens and flows.
- ◊ Built React-based UI components with CSS-in-JS to standardise front-end workflows.
- ◊ Participated in the Design System adoption efforts with Designers and Engineers.

UX Designer & Developer

Freelance, Tokyo, Aug 2019 - Apr 2020

- ◊ Worked as a freelancer and consultant for startups in the USA, Japan, and France on UI/UX, and front-end development.
- ◊ Delivered UI/UX design, front-end builds, and component libraries for start-ups, including Panoply (Data warehousing), Avanoo (HR software), PDFShift (Developer tooling), Cowork Medical (Med-tech), and Juwwa (Event platform).

Product Designer

Sider (SideCI), Tokyo, Dec 2017 – Aug 2019

- ◊ Sole designer for a developer tool product (GitHub integrated static code analysis tool), leading UX, UI, and marketing site.
- ◊ Led rebranding from SideCI to Sider, including the new visual language and an uplift of the UI library (Figma and React).
- ◊ Ran user research & usability testing, shaping product decisions to add linters for 6 additional programming languages and improving the efficiency of flows.
- ◊ Redesigned legacy application helping increase the user base by over 30%.

Web Designer

Excia Inc, Tokyo, May 2016 – Nov 2017

- ◊ Led web design & development for an automotive rental/export company.
- ◊ Built & maintained WordPress websites with SEO & responsiveness in mind.

Web & Graphic Designer

ShibuWeb, Tokyo, Mar 2015 – Apr 2017

- ◊ Co-founded a four-person small creative agency, designing branding, promotional materials, and making WordPress websites for small local businesses.

Education

Postgraduate Certificate of Design

University of Canberra, Australia, 2026 – 2027 (expected)

Bachelor of Computer Science – First Class Honours

University of London, Goldsmiths, UK, 2019 – 2025

Vocational Course – Web Design Professional

Human Academy Shinjuku, Tokyo, Japan, 2014 – 2015

Recent Certifications

Google UX Design

Grow with Google, Nov 2025

AI for Designers

IDxF, Mar 2025

Prompt Engineering

Vanderbilt University, Nov 2024

Design Systems 101

Design System University, Apr 2024