

ANITA NANKAM PRODUCT DESIGNER

anita.nankamx@gmail.com / [703-314-9832](tel:703-314-9832) / linkedin.com/in/anitana / anitanankam.com

U.S. Citizen, open to remote/hybrid roles on the East Coast

Product Designer with extensive experience crafting high-impact, intuitive solutions for complex enterprise SaaS platforms. At HubSpot, I specialized in designing mission-critical, data-intensive experiences, improving user workflows, accessibility, and product adoption. My expertise lies in partnering closely with cross-functional teams (Product, Engineering, Research) to translate deep user insights into scalable, user-centric solutions.

WORK EXPERIENCE

HubSpot (Enterprise CRM software) – Product Designer (2021 – 2024)

Designed and shipped high-impact features for HubSpot's CRM, supporting the full UX process from research to design and validation. Conducted usability testing to refine user interactions, ensuring seamless digital experiences. Collaborated with cross-functional teams to create scalable interaction patterns aligned with design guidelines.

CRM Index Page – HubSpot's Most Visited, Mission-Critical App

- Spearheaded end-to-end redesign of HubSpot's CRM Views management experience, increasing usability and adoption by streamlining data-heavy workflows for thousands of enterprise users.
- Led iterative design and usability testing and cross-team collaboration with engineers, PMs, and user researchers, resulting in a 29% reduction in negative CSAT feedback and saved users hundreds of hours monthly through more intuitive data interactions.

CRM Pipelines – Organizing Customer Engagement & Deal Tracking

- Designed and shipped collapsible, structured data layouts for complex pipeline information, driving a 37% reduction in user complaints and substantially improving accessibility and scanability for high-frequency enterprise users.
- Achieved rapid adoption by over 60% of active pipeline users within the first month post-launch through intuitive design adjustments validated through targeted user research.

CRM Filters – Enabling Advanced Data Segmentation

- Launched real-time, dynamic filtering features enabling immediate user validation of advanced data queries, significantly enhancing productivity.
- Improved customer workflow efficiency and confidence, as reflected by direct user testimonials and improved internal adoption metrics.

EDUCATION

General Assembly

UX Design Immersive

Virginia Tech

B.S. in Biology

SKILLS

-Interaction & UX Design
(Enterprise SaaS & Fintech)
-User-Centered Design & Research
-Information Architecture
-High-Fidelity Prototyping & Wireframing
-Accessibility & Inclusive Design
(WCAG Compliance)
-Cross-functional Collaboration
(PM, Engineering, UXR)
-Stakeholder Management
-Usability Testing & Validation
-Systems Thinking & Design Patterns
-Agile Product Development

TOOLS

Figma
Sketch
Dovetail
ZenHub
JIRA
Optimal Workshop
Mural

MY PASSIONS

