Anna Pfeffer

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Staff/Senior Product Designer

Staff Product Designer specializing in enterprise data platforms, integration frameworks, and scalable UX architecture. Brings extensive experience transforming complex technical constraints into intuitive workflows that accelerate platform adoption and multi-million-dollar revenue growth. Skilled at mentoring multidisciplinary design teams and aligning cross-functional leadership behind unified, strategic product roadmaps. Combines hands-on design craft with interconnected systems thinking to deliver high-impact product experiences beyond surface-level interfaces.

Core Expertise

Product Strategy | User Experience (UX) Design | User Interface (UI) Design | Systems Thinking | Interaction Design | Information Architecture | Design Systems | AI & Interactive Prototyping | Wireframing | End-to-End Journey Mapping | Enterprise & B2B SaaS | Data & Integration Workflows | Identity & Access (IAM) Workflows | User Research | Usability Testing | Contextual Inquiry | Customer Co-Design | Data-Informed Design | Cross-Functional Leadership | Stakeholder Alignment | Product Roadmap Planning | Design Mentorship

Tools: Figma | Figma Agent | Claude Code | Claude Cowork | FigJam | Miro

Languages: English | Russian

Professional Experience

Design Manager & Group Lead | HubSpot **Nov. 2023 – Oct. 2026**

Oversaw the strategic design direction across enterprise data product suites, establishing cross-functional UX consistency and scaling user engagement across complex platforms.

- Unified engineering and product leadership to secure executive approval for an annual data product roadmap, resolving systemic experience gaps across four product areas.

- Steered a 7-member design team through the end-to-end delivery of Data Studio to streamline disconnected workflows, driving substantial increases in platform usage and customer credit consumption.
- Mentored a multidisciplinary team of product designers, elevating technical craft, systems-level problem solving, and overall business contribution.
- Directed three product designers through iterative, customer-validated prototyping to launch a data quality offering, establishing an optimal ingestion journey and aligning cross-functional stakeholders.

Senior Product Designer & Lead | HubSpot **Oct. 2018 – Oct. 2023**

Led product design strategy for high-volume enterprise integrations and core platform workflows, aligning intricate technical architecture with commercial growth objectives.

- Developed a scalable integration framework that elevated CSAT to 70% and scaled configurations across 125+ applications without additional headcount, overhauling data sync workflows through cross-functional alignment.
- Designed the scalable data sync configuration experience, one of three products that drove ~$10M in ARR for Data Hub within nine months of launch.
- Overhauled the Salesforce Sync error-handling dashboard to expand self-service troubleshooting capabilities, eliminating support bottlenecks and increasing user autonomy.
- Accelerated a stalled multi-month initiative to full completion by defining strict scope boundaries and aligning cross-functional partners, unblocking deliverables and guiding junior design execution.

Senior Product Designer | Imprivata **Dec. 2015 – Oct. 2018**

Directed user experience design for enterprise identity and access management solutions, balancing stringent technical security protocols with intuitive user interfaces.

- Redesigned mobile permissions and onboarding workflows for the Imprivata ID application, delivering an enduring architecture that eliminated user friction and accelerated clinician adoption.
- Standardized permissions administration within the Cloud Admin portal, clarifying configuration pathways to improve system usability and drive faster customer adoption.
- Partnered across engineering and product teams to reconcile complex security constraints with user workflows, delivering reliable design solutions that preserved platform trust.

Associate Product Designer | AthenaHealth **Sep. 2014 – Dec. 2015**

Advanced digital product design across healthcare patient portals and billing touchpoints, improving patient engagement while supporting healthcare regulatory standards.

- Replaced auto-enrollment billing flows with an explicit opt-in onboarding journey and visual portal campaigns, eliminating deceptive user patterns and reducing missed patient payments.
- Designed user experience enhancements for the patient portal to support Meaningful Use regulatory criteria, elevating patient engagement and self-service capabilities.
- Coordinated with cross-functional development and product teams to navigate technical dependencies, ensuring the seamless integration and functional consistency of design solutions.

Senior Training Developer | PHT Corporation (now ERT) **Aug. 2010 – Jun. 2014**

Managed digital learning strategy and instructional program development across life sciences sectors, aligning complex technical protocols with scalable educational solutions.

- Built interactive eLearning programs tailored to clinical research environments, increasing trial participation and reinforcing regulatory compliance.
- Interfaced with cross-functional pharmaceutical and biotechnology partners to evaluate specialized training requirements, defining clear instructional objectives that supported critical client milestones.
- Spearheaded the strategic expansion of the internal eLearning department into a commercial, revenue-generating business unit, driving sustained organizational growth.

Education

Bachelor of Liberal Arts, Humanities – Harvard University Extension School