

Anna Gordiyevska

Lead Product Designer · 0→1 Products · Design Systems · AI-enabled workflows

Ottawa, ON (with experience in 100% remote) · hello@anna-og.com · (416) 565-3422 · [linkedin.com/in/anna-o-g/](https://www.linkedin.com/in/anna-o-g/)

Product design lead who turns ambiguous, regulation riddled problems into shipped products. All while building systems and teams that scale and enable business growth. Most recently led design for three net-new revenue streams at REALTOR.ca, Canada's #1 real estate platform (633M visits in 2025), and set its design-system modernization roadmap. Experience in shipping products in banking, healthcare, government and consumer marketplace. Products are always accessible by default (WCAG, AODA), and bilingual-ready (EN/FR). Trained a team of 4 to embrace AI to speed-up processes, while keeping humans in the driver's seat. Mentored 50+ students into their first design roles.

EXPERIENCE

REALTOR.ca (CREA) · Ottawa, ON · Hybrid · Aug 2025 – Aug 2026

Lead Product Designer

- Promoted to Lead within 2 months to cover the UX Manager's leave. Led a 4-person design and research team. Collaborated with Product + Engineering + QA + C-Suite to set priorities, plan capacity, frame trade-offs.
- Led design for **3 net-new (0→1) revenue streams** on a platform with 633M annual visits and 2B+ listing page views: an RBC mortgage offer and Mortgage Hub, a TD Insurance partnership, and advertising placements. Aligned Product, Marketing, Legal, Engineering, BSA and two national partners from concept to public launch.
- Broke a "full mortgage marketplace" vision into a 5-phase roadmap (lead-capture MVP → partner pilot → multi-lender compare → education hub → marketplace) so the business could ship value early and learn before over-investing; re-scoped the flow when a partner acquisition removed the multi-lender premise.
- Framed decisions with data: with 70% of users leaving before the fold, placed insurance where ~70% still see it without jeopardizing the higher-revenue mortgage funnel. Iterated after launch on funnel data and exit surveys to further enable business growth.
- Protected user trust and system consistency. Reviewed every claim made to people for accuracy and inclusive language. Held design-system standards over one-off partner-branded components, and resolved a partner brand escalation with options that met both brand guidelines.
- Defined a **3-phase platform modernization roadmap**: a design system built from a UI kit to modernize without full redesigns → an AI-ready system with documentation and governance, connected to Engineering via MCP → deeper UX revamps of key flows.
- Quantified the cost of a broken cross-functional design process (80–109 hours per project across 6 roles) and facilitated a workshop proposing a 6-phase fix, saving on average \$90K per feature.

- Built an AI-forward team practice: grounded AI tools in past research and customer insight to move from hypothesis to validation faster, and trained the team to use AI across research, design and documentation with human review of every output.
- Advocated for investing into jr talent, and got a buy-in. Hired and mentored the company's first jr. designer, who is now up for promotion. Built a hiring pipeline with Humber, Guelph and Carleton.

Kalkomey Enterprises · Remote · Jan 2024 – Aug 2025

Product Designer

- Led end-to-end design of Volunteer Manager 1.0, a mobile-first replacement for a legacy platform. From discovery, journey mapping and service design to validated high-fidelity prototypes. **Volunteer hours reported rose 600%**, increasing federal funding for environmental research.
- Advocated to invest into the company's first design system. Got a buy-in, and built it out which included shared components and patterns across 6 products.

Deloitte · Remote · Feb 2022 – Jan 2024

Product Designer, Consulting

- **CIBC:** as sole designer, built a commercial banking client onboarding portal that **cut onboarding from 3 to 5 weeks to 7 days** or less.
- **BioScript:** designed a booking portal for critically ill patients needing infusions, moving booking from phone and in-person to online across mobile, tablet and desktop.
- **SAJE, Government of BC:** designed a bilingual benefits portal for youth aging out of foster care, reachable anywhere in BC, including remote communities.
- Designed secure single sign-on and access flows for three external Salesforce Experience Cloud portals; presented recommendations to client executives and facilitated a firm-wide workshop on neurodivergence at work.

SKILLS

- **Strategy & leadership:** experience strategy, success metrics, phased roadmaps, decision framing, facilitation, critique, coaching, capacity planning, stakeholder alignment up to C-suite and external partners
- **Craft:** interaction design, information architecture, visual design, prototyping, design systems and governance, accessibility (WCAG, AODA), bilingual EN/FR design
- **Research:** discovery, usability testing, journey mapping, service design, Voice of Customer, qualitative and quantitative analysis
- **Domains:** regulated and compliance-driven products (banking, healthcare, government, financial partnerships), consumer marketplaces, enterprise portals
- **Tools & AI:** Figma, Claude, Claude Design, MCP design-to-engineering handoff, HTML, CSS

EDUCATION & LANGUAGES

- **Humber College** · Multimedia Design & Development, Honours · Dean's List ×4 · Scholarship recipient
- **Fluent in 3 languages** · English, Ukrainian, and Russian

SPEAKING & MENTORING

- Keynote speaker for UX design and research students at Toronto Metropolitan University, Humber College and Carleton University.
- 100+ hours mentoring and tutoring 50+ students into their first product design roles.