ANFISA POCOVI

SENIOR PRODUCT DESIGNER | ENTERPRISE SAAS · AI PRODUCTS · DESIGN SYSTEMS

London, United Kingdom | +44 7833 399277 | LinkedIn | Portfolio

PROFILE

Senior Product Designer with 5+ years of experience shaping complex B2B SaaS, enterprise ERP and analytics products. Experienced across discovery, user research, information architecture, interaction design, prototyping and developer handoff. Strong focus on simplifying data-heavy workflows, scaling design systems and making AI-enabled tools usable. Brings a commercial perspective to cross-functional product decisions.

PRODUCT DESIGN EXPERIENCE

MANGO OFFICE | Product Designer

October 2026 | Remote

• Contributed to redesigning the B2B customer account portal, clarifying navigation, information architecture and communication workflows.

• Built interactive, AI-assisted coded prototypes to test concepts and demonstrate realistic product interactions to stakeholders.

• Explored UX concepts for speech analytics and AI-supported communication tools, collaborating with product and engineering teams.

AVK CONSULTING / BUSINESSPAD | Senior Product Designer

October 2023 – 2026 | Remote

• Led end-to-end design for BusinessPad, an enterprise ERP product spanning procurement, finance, inventory and operational processes.

• Redesigned complex desktop workflows, including forms, tables, navigation and data-dense interfaces, to make everyday tasks clearer and more consistent.

• Designed the company's first mobile ERP MVP, adapting critical desktop workflows for smaller screens and mobile use cases.

• Rebuilt the product design system around Material UI, developing and maintaining 120+ reusable components and shared interaction patterns.

• Designed enterprise AI assistant, global search and workflow automation concepts, connecting new capabilities to existing user journeys.

• Worked closely with product managers, developers and business stakeholders from discovery and prototypes through implementation and handoff.

PERNOD RICARD | Digital Product Designer

September 2021 – July 2023 | Paris, France

• Designed enterprise analytics and decision-support experiences for international sales and marketing teams within the Global Digital Acceleration Team.

• Worked on Rev'Up and Matrix, translating pricing, promotion and commercial performance data into clearer interfaces and workflows.

• Conducted user research, workflow analysis, interactive prototyping and usability evaluations to inform product improvements.

• Contributed to Archipelago, a shared design system supporting consistent patterns across multiple enterprise applications.

• Collaborated with international product, engineering and data stakeholders on research findings, design decisions and delivery.

FREELANCE | Product / UX/UI Designer

2020 – 2026 | International / Remote

• Designed responsive web and mobile products for startups and businesses across logistics, SaaS and consumer services.

• Delivered user journeys, information architecture, wireframes, interactive prototypes and UI for projects including Hop Delivery and Mon Amie.

ADDITIONAL BUSINESS EXPERIENCE

EMCD | Partnerships Sales Manager | June 2026 – Present

International B2B partnerships, customer discovery and commercial negotiations in digital assets and technology services. Applies direct customer feedback to adoption and onboarding discussions.

PEROHOUSE | Senior Sales Manager | August 2022 – February 2025

Developed B2B acquisition and client relationships for technology companies; closed 24 client deals.

SKILLS

Product & UX: Product discovery, UX research, usability testing, information architecture, user flows, interaction design, wireframing, prototyping, accessibility

Enterprise & systems: B2B SaaS, ERP, analytics interfaces, design systems, component libraries, Material UI, responsive design, design documentation, AI-assisted prototyping

Collaboration: Cross-functional workshops, stakeholder communication, developer handoff, Agile delivery, customer discovery

Tools: Figma, FigJam, Cursor, Framer, Material UI, Adobe Creative Suite, Jira, Notion, Confluence

EDUCATION

L'École de Design Nantes Atlantique | DNMADE Numérique, Digital Product Design | 2020–2023

Intuit.lab | Foundation Year in Applied Arts | 2019–2020

A.N. Kosygin State University | Certificate in Graphic & Web Design | 2018–2019

LANGUAGES

English (Native) · French (Fluent) · Spanish (Fluent) · Russian (Advanced)