

ANIE AJAMIAN

Senior / Staff Product Designer · Los Angeles, CA

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SUMMARY | Product Designer with 15+ years of experience driving product strategy and UX execution across hospitality, healthcare, fintech, SaaS, and ecommerce. Led 0 to 1 initiatives and high-traffic platforms serving millions, with a focus on optimizing conversion-heavy user flows and delivering measurable business outcomes. Strong cross-functional partner who builds scalable systems and influences product decisions through research, experimentation, and data.

CORE EXPERTISE | Product Strategy • End-to-End Ownership • 0 to 1 Product Development • Conversion Optimization • UX Research • Usability & A/B Testing • Design Systems • Information Architecture • Cross-Functional Leadership

Tools: Figma, Adobe CC, UserTesting, Zeroheight, HTML/CSS

AI Workflows: Claude Code, Claude, Figma AI (for prototyping, design ideation, research synthesis, front-end development)

EXPERIENCE

Wyndham Hotels & Resorts | Senior UI/UX Designer (Enterprise) | May 2024 – Present (Contract)

- Defined replatforming of global web and mobile experiences, migrating off legacy systems to enable faster feature development and future AI capabilities.
- Improved booking and loyalty flows through usability and A/B testing, including tiered cash-plus-points rate options that increased points bookings ~4%.
- Aligned cross-functional stakeholders to prioritize platform investments and shape product direction, ensuring alignment with business goals; mentored designers and elevated quality through critiques and shared standards.

Joy (WithJoy.com) | Senior Product Designer (Marketplace / Growth) | Oct 2022 – Jul 2023

Reduction in force.

- Optimized registry and checkout flows for an event-based ecommerce platform, simplifying gift purchasing and giving guests a clearer path from selection to purchase.
- Cut purchasing-confusion complaints ~75% by diagnosing friction through prototyping, A/B testing, and behavioral analysis, then shipping targeted UX and messaging improvements.

Medly Pharmacy | Senior Product Designer (0 to 1) | May 2021 – Aug 2022

Company filed for bankruptcy.

- Led end-to-end design and product strategy for a 0 to 1 B2C healthcare platform (prescription management and delivery scheduling), scaling deliveries from 20–30 to 250+ per day across all locations.
- Established research approach and ran patient interviews to inform prioritization; automated manual scheduling, freeing ~65% of patient-experience agents' time for higher-value support.
- Designed scalable cross-platform experiences across web and iOS, contributing to a shared design system and reusable components that improved consistency and design efficiency.

Contact Systems | Senior Product Designer (Founding / Web3) | Sep 2019 – Jul 2020

Funding pulled. Company folded.

- Launched 0 to 1 blockchain-based ecommerce platform for digital gaming assets within a lean startup environment.
- Redesigned inventory and selling flows, enabling bulk listing and full-inventory browsing (vs. 6 items at a time) across catalogs of thousands of items.

Synacor (Client: AT&T) | UX Designer → Senior UX Designer (Enterprise) | Sep 2016 – Sep 2019

- Led UX for AT&T's att.net portal (45M+ users), redesigning navigation and content discovery to drive engagement across content verticals.
- A/B-tested redesigns drove a 41% lift in vertical page views, 13% more article page views, and a 25% lift in dropdown engagement.

Freelance UI/UX Design | 2011 – Present

- Balanced diverse client projects across product, web, and digital strategy, spanning social/creator platforms, on-demand marketplaces, and startup fundraising.

Earlier Experience: Alchemy50 (Fintech - Sr. Designer) · Ogilvy & Mather (Art Director) · InMotion Hosting (Graphic Designer)

EDUCATION | B.A. Studio Art (Graphic Design), Minor in Marketing — California State University, Long Beach