

ANNA TOTH

Product designer with a frontend background based in London

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EXPERIENCE

Product designer & frontend dev at [yarn](#)

May 2023–Present

Yarn is an early stage AI startup with a small team. We are on a mission to nurture kids' imaginations by developing an interactive storybook app.

- As the sole designer, worked directly with the CEO to create an AI product that is safe and trustworthy
- Planned and led in-person user testing sessions with both children and parents
- Developed the core branding and design language by building an accessible and scalable design system
- Designed branded stickers and banners to increase organic growth at live events
- As an adaptable designer/developer, successfully multitasked delivering various design projects while working closely with the small engineering team to build responsive frontends
- Built a robust frontend experience in React/TypeScript/Next.js

[Google UX Design Professional Certificate](#)

January–May 2023

A Google course following the design process and understanding the basics of UX research

- Foundational UX concepts: user-centered design, accessibility, equity-focused design
- End-to-end design projects: [a mobile app](#) and [a responsive website](#)

Frontend engineer at [Habito](#)

April 2020–September 2022

Habito makes home-buying easier by providing a unique, free online brokerage service in a phantasmagoric visual environment.

- Developed complex, interactive web experiences in a cross-functional, agile team
- Developed brand new SEO-boosting landing pages with a strong focus on accessibility
- Established and led the accessibility guild, and organised a series of lightning talks to be distributed around the company
- Maintained the internal design system, working closely together with the design team
- Helped roll out a major rebranding of the customer-facing product in a short period of time
- As a member of the company's Impact Committee, participated in carbon offsetting workshops and led an accessibility audit of a third-party content management platform

Junior frontend engineer at [Daye](#)

October 2019–December 2019

Daye offers organic plain and CBD-coated tampons on a subscription to elevate gynae health and wellness.

- Worked on the e-commerce site alongside a senior engineer following designs in Zeplin

[Founders and Coders](#) full-stack software development bootcamp

March 2019–June 2019

- Learned usable and accessible software best practices and pair-programming methods
- Planned, designed and built [Tech for Better projects](#) in design and tech sprints
- Used semantic HTML, CSS, vanilla JavaScript, Node, Express and React
- Mentored the next cohort

SKILLS

- Figma, Adobe XD, Gimp
- HTML, CSS, JavaScript (React, TypeScript)
- JIRA, Trello, Notion
- Accessibility best practices
- Empathy, open communication, teamwork
- User research: planning, executing, analysing data

EDUCATION

Scandinavian Studies with Film Studies at UCL

September 2013–June 2017

- Specialised in Norwegian language with a year abroad in Tromsø, Norway
- Completed a CELTA course (Teaching English as a Foreign Language certification)

VOLUNTEERING

Coached people at the beginning of their software journey at [Codebar](#)

Taught English as a Foreign Language at the local family centre