



# ANA CERVANTES

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🌐 [ana-cervantes.com](http://ana-cervantes.com)

📍 Los Angeles, CA

Product Designer & Creative Leader.

Passionate about the dynamic intersection between human interactions, design thinking & innovations in tech.

## EDUCATION

### AZUSA PACIFIC UNIVERSITY

M.A. Art Education

### CALIFORNIA STATE UNIVERSITY, LONG BEACH

B.S. Kinesiology, Human Processing, and Psychology

## EXPERTISE

- Figma
- Branding
- Research
- Accessibility
- User Experience
- Design Systems
- Business Strategy
- Human Centered Design
- End-to-end Design Process

## SPEAKING

- National Education Association Youth Art Fellowship
- Restart APU Art Conference
- Creative People's Conference

## EXPERIENCE

### LEAD PRODUCT DESIGNER, UX/UI HANDZIN | CONTRACT

2022 – Present

Re-designing V3 of Handzin's medical SaaS CRM, resulting in an increase in clinical client usability. Working with an agile cross-functional team, I focus on market research, user studies, and best practices to redesign the software's workflows and interface to best serve our rapidly expanding user base.

### SENIOR PRODUCT MANAGER EXPRESSIVE ARTS PLACE

2021 – 2023

Led the design and development of a B2B2C mental health app with improved clinical communication, scalability, and key partnerships. Successfully led agency rebranding and implemented a comprehensive marketing strategy, securing new partnerships, boosting brand awareness, and client acquisition.

### FOUNDER, LEAD PRODUCT MANAGER IDEA WAVE CO-LAB | CONTRACT

2019–2022

Designed and founded an educational SaaS app with a user-friendly prototype that boosted retention by 60%. Presented data-driven design decisions to secure funding and increase app downloads by 55%. Conducted workshops with experts to improve app features, resulting in a 30% increase in user satisfaction.

### CREATIVE DIRECTOR ANA CERVANTES ART & DESIGN | FREELANCE

2012 – Present

Experienced creative entrepreneur with over a decade of expertise in branding and design for various industries including tech startups, businesses, and non-profits. Excels at capturing brand essence and creating compelling visual designs in brand strategy, logos, web, and print. Collaborative and detail-oriented, delivering creative solutions that exceed expectations and help clients reach business goals.