



Anya Surnina

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EXPERIENCE

Toast

Senior Product Designer, Oct 2021 – Aug 2026

- Led end-to-end product strategy and design for Toast Local, a web restaurant marketplace for takeout and reservations; drove 62K+ site views, increased takeout conversion by 22%, and generated 146–242 daily reservations.
- Built and launched two AI-assisted web prototypes that shaped product strategy and direction for Toast's web map discovery experience and new restaurant page.
- Created Toast's web design system, establishing scalable patterns and components that improved consistency and accelerated design and development across web experiences.
- Led 0-to-1 product and research strategy for Toast Cash, a new stored-value payment experience; scaled to 10K+ self-load transactions while driving 15% higher order frequency and 33% higher guest retention among Toast Cash users.
- Led research and product strategy for a redesigned Toast digital wallet, unifying and simplifying fragmented payment experiences across loyalty, gift cards, Offers, Toast Cash, and bank cards; drove 17K+ new credit card additions following launch.
- Redesigned the Scan to Pay checkout experience, reducing completion time by 12%, increasing conversion by 18%, and decreasing negative customer feedback by 32%.

Indeed

Product Designer, May 2019 – Jun 2021

- Partnered with Product and Engineering to launch and evolve a new-to-market product that contributed to a \$28M revenue increase.
- Shaped the product vision for Indeed Enterprise Jobs, using user research to validate strategy and identify opportunities for enterprise employers.
- Conducted 6 user research studies to uncover the needs and complexities of enterprise employers and inform product strategy.
- Facilitated design-thinking and process-improvement workshops that drove more user-centered processes and increased operational efficiency.

HotSchedules

UX and UI Designer, Dec 2017 – Mar 2019

- Led the redesign of the core scheduling product used by 2M+ users, conducting 5 user research studies to uncover customer needs, inform product strategy, and simplify complex scheduling workflows.

Practice Cafe

Website Designer, Oct 2011 – March 2014

- Designed and developed 50+ user-centered, responsive websites using HTML5 and CSS

Archi-Arts

Graphic and Website Designer, Aug 2008 – Oct 2011

- Designed websites and printed materials

EDUCATION

Texas State University, San Marcos, TX

BFA in Communication Design, 2014 – 2017. GPA 4.0

Houston Community College, Houston, TX

Associate Degree in Applied Arts, Interior Design.

2006 – 2008

TRAININGS

Designing AI Products, DesignLab

UX/UI Design for AI Products, Stanford Online

Jake Knapp Austin Sprint Series

Creating Usability with Motion

RECOGNITIONS

2021 Moving Forward Award

Pinterest Hackathon

2020 Best Social Impact Project

Indeed Hackathon

2017 Best UX and UI

3rd Austin Diversity Hackathon

2016 AIGA Flux Design Competition

Identity Selected Entry

SKILLS

Product strategy

AI-assisted prototyping

User Research

Motion design

Illustration

Workshop facilitation

Advanced HTML5+CSS

Figma

Responsive Design

Fluent in Russian