

Anna Blukacz

Experience Design Leader · Head of Design

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PROFILE

Experience designer and design leader with 12 years shaping products for people in various markets - across Southeast Asia, Europe, Latin America, and India.

I work end-to-end and hands-on. I set design direction and vision, then lead the execution myself - interaction, visual craft, prototypes, and the design systems that let a single architecture carry many brands, languages, and regulatory contexts. I treat AI as infrastructure rather than a theme: AI-assisted front-end delivery, research synthesis, and automation that remove dependencies and shorten feedback loops where a person used to be the bottleneck. A Master of Architecture trained me to design for how people move through space, which is why I gravitate to experiences that span the screen and the world beyond it. I build conviction through prototypes and storytelling rather than decks - including in C-level and cross-market forums.

Markets Singapore · Malaysia · Thailand · Vietnam · Philippines · Indonesia · Poland · Germany · India · Chile

Tools & Prototyping Figma · Framer · Plasmic

AI & Automation Cursor · Claude Code · n8n · Apollo

EXPERIENCE

Doctor Anywhere

May 2022 - Present

Healthtech · Singapore & Southeast Asia

Head of Design

Oct 2025 - Present

Promoted internally to lead the design function, reporting to the CPO. A working lead - I still own the hardest surfaces myself, set the craft bar by shipping, then scale it through the team.

- Own the design direction for how products adapt across markets - defining what stays fixed (information architecture, brand, interaction patterns) and what must flex locally: language, care pathways, payment methods, and market-specific healthcare regulation.
- Led the strategic rebuild of the B2B offering into a self-serve platform (Soda) - partnering with C-level on positioning, brand, and go-to-market, launching in Singapore and adapting it for Malaysia. Built the front end personally with Plasmic and AI tooling and prototyped in code to test real interactions with real users - no agency - achieving **~80% cost savings** vs. agency delivery and moving iteration from weeks to days.
- Initiated a recurring experience quality review with C-level executives and cross-functional stakeholders - using narrative walkthroughs of real user journeys rather than feature demos to build a shared, org-wide definition of design excellence across B2B and B2C lines.
- Introduced an AI-assisted design-in-code workflow that lets designers push interaction and visual changes directly to production - collapsing the design-to-production cycle, removing engineering dependency for UI iteration, and letting a lean team hold a high craft bar at speed.
- Put AI to work as team infrastructure rather than a talking point - an AI-powered research repository (Cursor, Apollo) that synthesises sales calls, customer threads, and prospect intelligence into a shared source of truth, and an automated n8n content pipeline that turns research and market signal into briefs on its own - connecting real customer conversations to product and marketing decisions in near real time.

Lead Product Designer

Oct 2023 - Sep 2025

- Delivered a 3-phase experience strategy that evolved Doctor Anywhere from a telehealth-first app into a healthcare platform - including a needs-based navigation model, rebuilt from how people describe symptoms rather than from internal service structure, which lifted App Store ratings from **3.7 to 4.9**.
- Designed the handoffs between online and offline care - video consultation into physical clinic visits, in-person follow-up, and medication delivery - treating the journey as one continuous service rather than a set of disconnected digital products.
- Led the strategy to unify fragmented B2C and B2B experiences into a single platform - retiring a legacy insurance app, eliminating a recurring class of payment and coverage failures, and reducing support escalations.
- Grew a team of 9 designers through weekly critique, paired sessions, and explicit craft standards, and established the research operations behind them - usability testing cadence, design reviews, documentation - embedding user evidence into how the whole product organisation decides.

Senior Product Designer

May 2022 - Sep 2023

- Built **Gravity** from scratch - a multi-brand, cross-platform design system on a token-based architecture that lets one product express itself as many brands and market variants without forking the codebase. Cut white-label implementation from weeks to days, improved design efficiency ~30%, and was featured on the Figma website as a standout example of design system excellence.
- Encoded accessibility into the system rather than leaving it to review - contrast-tested colour tokens, minimum touch targets, and type scales built for elderly and low-digital-fluency patients, so every brand built on Gravity inherits the standard by default.
- Drove the first major patient-facing redesign and brand refresh - owning the end-to-end experience from discovery through interaction and visual execution to launch.

PropertyGuru Group

Jan 2021 - Apr 2022

Proptech Marketplace · Southeast Asia

Senior Product Designer

- Designed agent-side tooling for a two-sided marketplace operating across multiple Southeast Asian markets - working within a single product architecture that had to absorb different market maturity, pricing structures, and agent behaviours.
- Replaced a manual, account-manager-led renewal process with a self-serve platform - driving **93% self-serve adoption** and a 13.4% early-bird conversion rate within 16 days of launch.
- Reframed the agent experience from passive analytics into a decision-support system - market benchmarks, ROI signals, and contextual guidance that helped agents commit spend with confidence, supporting retention and premium tool adoption.

Concentrix Tigerspike

Apr 2020 - Jan 2021

Consulting · Telco & E-commerce · Singapore

Senior UX/UI Designer

- Designed 0→1 digital products end-to-end for telco and e-commerce clients - journeys, wireframes, prototypes, visual design, and design systems.

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Jul 2018 - Apr 2020

Consulting · Fintech · Poland · Germany · India · Chile

UX/UI Design Lead

- Led design for major banking clients across four countries on three continents - taking a core product concept and making it work for genuinely different users, cultures, and regulatory regimes without losing coherence between them.

- Handled localization at the mechanics level, not just translation – language and content variants, currency and number formatting, date and name-format conventions, and the layout consequences of text expansion across locales.
- Led distributed, cross-cultural teams and facilitated design thinking workshops across time zones – building shared direction with local stakeholders who understood their market far better than any central team could.

Efigence

Jun 2015 – Jun 2018

Consulting · Fintech · Poland

UX/UI Design Lead - UX/UI Specialist

- Progressed from designer to leading a team of 7 – delivering end-to-end redesigns and 0→1 product design for major banking clients, including a major digital banking platform redesign, iOS and Android style guides, and new products from discovery through launch.

Earlier UX Designer, Uselab / Deloitte Digital, Poland (2014–2015) · Freelance UX/UI Designer, Anna Blukacz Design (2014–2016)

EDUCATION

Kellogg Executive Education	2020
Product Strategy · Executive Programme	
SWPS University of Social Sciences and Humanities	2013–2014
User Experience Design · Postgraduate	
Wroclaw University of Technology	2008–2013
Architecture & Urban Planning · Master of Architecture	

CERTIFICATIONS

Business Innovation · IDEO U	Dec 2023
Designing a Business · IDEO U	Dec 2023
Designing Strategy · IDEO U	Nov 2023
Enterprise Design Thinking · IBM	May 2020

LANGUAGES

English – fluent · Polish – native