

AniETT Freyre

Product Designer

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AUSTIN, TX

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SUMMARY

Product designer focused on the software people use to do their jobs. Recent work spans clinical trial recruitment, contract review for legal teams, and internal tools for nurses and call center agents. I listen first, decide by trade-off, and treat accessibility as a primary constraint rather than a phase-two concern.

EXPERIENCE

Parental Leave

Austin, TX

Jan 2025 – Present

Contract Product Designer · Document Crunch

Austin, TX · Six-month contract designing for an AI-powered contract review platform used by construction-industry legal teams to assess risk on complex contracts.

Jun 2024 – Dec 2024

- Owned end-to-end design for a redesigned PDF export workflow used daily by construction-industry legal teams; reframed a "file size" complaint surfaced by Customer Operations into a deeper user-intent problem and shipped a selection-and-preview pattern that gave daily users control without configuration overhead.
- Made the strategic case for shipping granular controls before smart presets in v1 — a deliberate trade-off that generated the telemetry now powering the v2 preset work.
- Synthesized customer operations feedback alongside FullStory session-replay analysis to validate problem framing before design exploration.
- Partnered closely with engineering to keep real-time preview performant on long contracts, reducing download-related CX inquiries from a recurring weekly issue to a non-issue.

Product Designer · 83 Bar

Austin, TX · Sole Product Designer across the company's clinical-trial recruitment platform, owning end-to-end design across five interconnected products spanning patient-facing, agent-facing, and strategist-facing surfaces.

Jan 2020 – Dec 2023

- Rebuilt the internal Call Center application used by nurses and agents to recruit clinical trial patients, delivering an MVP in three months by trading data-model rework for experience redesign; the recurring complaints that had driven the rebuild stopped being a regular source of agent feedback after launch.
- Designed and shipped the patient-facing Study Tracker app in 1.5 months, using a card-based architecture that became the reusable foundation for subsequent studies without bespoke design work.
- Led the consolidation of three disjointed tools — Campaign Configuration, Campaign Builder, Survey Builder — into a unified strategist workflow with first-class collaboration features, moving work that had previously required engineering tickets into self-serve user actions.
- Embedded usability research throughout — including cognitive walkthroughs with agents during real patient calls — surfacing friction that staged usability sessions wouldn't have caught.
- Operated in a cross-functional remote team alongside Product, Engineering, and QA across all five products under NDA.

Product Designer · Telaclaims

Jun 2018 – Dec 2019

Miami, FL · Designed insurance claims tooling for an early-stage Miami-based insurtech team.

- Partnered with engineering across the product lifecycle to deliver internal claims-management workflows on a tight delivery cadence.
- Brainstormed feature enhancements with cross-functional peers, contributing to product direction beyond pure execution work.
- Contributed to the company's brand and design guidelines, ensuring consistency across product and marketing surfaces.

Graphic Designer · Columbus Capital Lending

Mar 2017 – Jun 2018

Miami, FL

- Designed print and digital marketing collateral — brochures, banners, signage, and web graphics — for a Miami-based lending business.
- Built engaging social media graphics supporting the company's digital presence and brand reach.
- Optimized web graphics for performance, improving page load times and user experience across marketing surfaces.

Graphic Designer · OHC

Sep 2010 – Jul 2014

Havana, Cuba

- First role following BA — supported branding and marketing design for multiple clients in a Havana agency context.
- Designed brand-identity systems, print materials, and campaign collateral.
- Collaborated with marketing teams to develop cohesive design directions across campaigns.

EDUCATION

MA, Communication Design

Universidad Autónoma del Estado de México
2016

MBA, Business Administration

UCAM Universidad Católica San Antonio de Murcia, Spain
2013

BA, Graphic Design

University of Havana, Design Institute, Cuba
2010

SKILLS

Design craft

Product design, interaction design, information architecture, visual design, rapid prototyping, design systems.

Research

Cognitive walkthroughs, competitive analysis, usability testing, session-replay analysis (FullStory), Maze.

Collaboration

Cross-functional partnership with Product, Engineering, and QA; remote-first team operating; design-engineering handoff.

Domains

B2B and enterprise software — legal-tech (contract review), healthtech (clinical trial recruitment, patient-facing apps), insurance-tech.

Tools

Figma, FullStory, Maze, Lucidchart, Miro, FigJam, Jira. AI tools as part of daily workflow — Claude, Cowork.

LANGUAGES

English (fluent) · **Spanish** (native) · **French** (intermediate, ongoing study)