

Anastasia Baula

Senior Interaction & Visual Designer

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Summary

Senior interaction, and visual designer specializing in complex digital products, interfaces, and design systems. Brings 20 years of experience across Intuitive Surgical, Google, Meta, IBM, Ogilvy, and Leo Burnett, combining deep visual craft with systems thinking, interaction design, and rapid prototyping. At Intuitive, designed award-winning, data-rich healthcare interfaces, personally owned complex interaction patterns, and shared ownership of a design system adopted by 25 product teams. Uses AI-assisted workflows to accelerate prototyping and turn concepts into interactive experiences.

Skills

Product Design • Interaction Design • Design Systems • Complex Workflows • Rapid Prototyping • AI-Assisted Prototyping • Visual Design • Systems Thinking • Figma • ProtoPie • Cross-Functional Collaboration

Experience

Intuitive Surgical

Jan 2022 — Aug 2026

Senior Interaction Designer

- Designed Silicon Valley UX Award-winning, data-rich interfaces connecting surgeons using da Vinci X and Xi surgical systems with Intuitive's digital products and services, partnering across disciplines from concept through implementation.
- Shared end-to-end ownership of Intuitive's design system as it grew from 22 to 36 advanced components, supported by high-fidelity prototypes, design tokens, and detailed specifications.
- Personally owned several of the design system's most technically complex components and interaction patterns, including data tables, line and bar charts, selectable cards, and header and side navigation, using variables and design tokens to create scalable appearance controls and maintain consistency across products.
- Applied AI-assisted workflows, including Figma Make, to accelerate prototyping, and created comprehensive documentation spanning high-level concepts through granular engineering specifications.
- Helped expand design-system adoption from 1 to 25 product teams, contributing to an estimated \$6.2M in design savings over four years and \$3.7M in engineering and development savings over three years.

IBM

Senior Visual Designer — Contract

May 2021 — Jan 2022

- Delivered high-quality visual assets and marketing materials for IBM's Watson AI brand.
- Updated the Watson Experience Guide website to modernize the user experience and improve consistency with brand identity and standards.
- Developed a Watson Social Media Kit using Watson's brand guidelines to streamline asset production with outside agency partners and strengthen alignment across the brand's messaging.

Google

Mar 2020 — Dec 2020

Production Designer — Contract

- Created end-to-end brand identities and core visual assets for internal research brands used by the Ads UX team and other teams across Google to support hypothesis testing.
- Delivered production-ready digital assets across multiple verticals, devices, and regions, supporting the Ads UX team's development and evaluation of new ad layouts.
- Implemented streamlined asset-production workflows, improving efficiency and communication across design, research, and engineering partners.

Google

Aug 2019 — Feb 2020

Production Designer — Contract

- Developed pixel-perfect componentized design assets for Google Assistant.
- Translated designs into organized, reusable assets in Sketch and Figma for clear reference and integration by UX, engineering, and marketing teams.
- Partnered with UX, engineering, and marketing teams to establish a shared asset library, reducing handoff friction and design rework.

Meta

Mar 2019 — May 2019

Senior Communication Designer — Contract

- Designed polished presentations that translated complex ideas into clear, compelling visual narratives.
- Worked with fellow designers, motion graphic designers, communication leads, and industry thought leaders to craft keynote visuals with consistent layouts and strong attention to detail.
- Resolved storytelling and structural challenges through thoughtful, research-informed design solutions.
- Defined visual design and user experience for several internal design projects, from ideation through sketching and execution.

RedSphere Studios

Jul 2016 — Mar 2019

Senior Visual Designer

- Led a complete corporate re-branding initiative.
- Developed the new corporate identity, marketing materials, and website UI/UX design.

Aimbalance

Feb 2014 — May 2016

Digital Art Director

- Supervised and led a team of designers and production artists, providing creative direction and feedback.
- Conducted creative sessions to develop website concepts, ad campaigns, and marketing materials, and presented completed concepts to clients for review.
- Clients included MasterCard, Pepsi, Dove, Lipton, Viasat, and SEAT.

Leo Burnett Ukraine

Nov 2008 — Feb 2014

Senior Art Director

- Led conceptualization, art direction, and hands-on design of website layouts.
- Collaborated with copywriters, media and production associates.
- Managed content development by supervising staff illustrators and photographers.

Ogilvy

Apr 2006 — Sep 2008

Senior Designer

- Developed interactive design concepts as well as traditional marketing materials, including print banners and outdoor billboard ads.
- Coordinated photo-shoots to develop new content.
- Clients included Nestlé, Milka, Carte Noire, OTP Bank.

Education

Bachelor of Arts in Graphic Design

Kyiv State Institute of Decorative Arts and Design, 2001-2004 Kyiv, Ukraine

Associate's Degree in Graphic Design

Kyiv Art and Industrial College, 1996-1999 Kyiv, Ukraine