

ANNA SELL

SENIOR PRODUCT DESIGNER

I own product surfaces end to end, from research and flows to interaction, visual polish and shipped code, and I prove designs with tests. 7+ years in UX across retail, e-commerce, B2B SaaS and my own product.

EXPERIENCE

Founder & Product Designer

Cosmic Cub · cosmiccub.com

July 2025 - Present - Minneapolis, MN

- Designed, built and launched ultra-personalized astrology readings for parenthood and self-discovery, from research to code with Claude Code.
- Built the interpretation framework behind every reading from 14 years of astrology study: chapter structure, planetary interpretations and voice.
- Invented its core interactions: a fully explained natal chart, one floating action that sells, tracks and opens the reading, and an immersive reader.
- Designed the chart in Figma, then built the generator that renders it in the app and on 16x20 prints. Ship in small iterations from live feedback.

Sr. UX Designer

Target

July 2024 - Present - Minneapolis, MN

- Own navigation across target.com mobile web, desktop web and the Target app, from concept and flows to visual polish and launch.
- Redesigned the mobile-web category menu from click analytics and tested four variants in market. The winner lifted category page visits 5.74%, cart adds 1.07% and merch visits 1.45%.
- Prove designs with A/B tests and metrics alongside product, analytics and engineering.
- Piloted a UX sprint model using research, behavioral data and prototypes, and set up Super Crit for a new design team.

Sr. UX Designer

Best Buy

November 2022 - July 2024 - Minneapolis, MN

- Led the PDP redesign for simple products to lift add-to-carts for millions of monthly shoppers, grounded in 16 moderated benchmark sessions and a three-day design-a-thon.
- Lead designer for the configuration program: Apple Watch and PC gaming configurators with key results targeting \$20-40M in annual revenue. Lifted Apple Watch conversion ~6%.

UX Designer

GPS Insight

April 2021 - November 2022 - Scottsdale, AZ

- Led design for a suite of B2B fleet telematics products across web and mobile, from discovery through delivery with product and engineering.
- Redesigned legacy admin and activity-feed features so customers could migrate to the new portal, opening up-sell paths.
- Built the team's first Figma design library and component set.

UI/UX Designer

Ritual Wellness

March 2019 - January 2022

- Researched, designed and launched website templates that helped beauty and wellness professionals take bookings online.

User Experiments / Virtual Coach

Noom

March 2017 - February 2019

- Piloted weekly experiments with the UX team on health-coaching protocols, testing new ways to drive engagement and behavior change.



EDUCATION

UX/UI Design, Professional Certificate

University of Minnesota

2020

*Bachelor of Science. Exercise & Wellness,
Health Promotion*

Arizona State University

2014

CONTACT

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iamannarose.com

TOOLS & TECHNOLOGIES

Figma - prototyping, auto layout, libraries

Claude Code, Codex & ChatGPT

Next.js, React & TypeScript

Jira, Miro & Slack

ASTROLOGY

14 years of study. I built the interpretation framework behind every Cosmic Cub reading.

SOCIAL

www.linkedin.com/in/annambali/