

ANNA MASSAD



Award-winning Senior Product Designer with 10+ years of experience delivering user-centred, data-informed design solutions across responsive web and native mobile (iOS/Android) platforms.

I specialise in crafting intuitive, visually refined products that balance user needs with business goals, combining design craft, branding, and systems thinking to create experiences that are both elegant and effective, with a growing focus on AI-powered products.

EXPERIENCE

REACH PLC • London, U.K.

Senior Lead Product Designer | Sep 2021 - Present

Design System & Premium Subscription Experience

- Created a new **brand identity** for the Premium Subscription and implemented it in the **design system across web, iOS and Android**, delivering a cohesive experience on every platform while adapting to each brand's look and feel.
- Working closely with designers and developers, designed the **end-to-end user journey** for the Premium Subscription, from discovering the feature to subscribing, across web, iOS and Android.
- Led the design of the Premium Subscription on the **native iOS and Android apps**, keeping the design system implementation **in line with Apple's Human Interface Guidelines (HIG)** and **Google's Material Design**, so each app feels at home on its platform while staying true to the brand.
- Led the design system redesign of the M.E.N. app (iOS and Android, **32M users**), including planning, execution and coaching team members on accessibility, semantic colour and type scale.
- Identified, created and advocated for **accessibility criteria in the design system**, so the products are easy to use for people with disabilities.

Launch & Growth

- Led the design of the portfolio's **first-ever Premium Subscription** offering, launched in November 2025 for M.E.N., Liverpool Echo and WalesOnline, reaching **9K paid subscribers** within the first month.
- Extended the service to **Daily Express (5K paid subscribers within 24 hours of launch)**, then led the rollout to a further 15 brands (**19 to date**), reaching **50K paid subscribers** across all brands in September 2026. Expansion to 24 publications is planned by the end of 2026.

Expansion & Internal Platform

- Oversee design implementation and **international expansion** of Reach's digital publishing ecosystem, including Express US and Irish Mirror, keeping subscription and editorial products consistent in quality, usability and brand standards.
- Led the redesign of CUE, Reach's internal journalism platform, improving editorial workflows through clearer information architecture, refined interaction patterns and an intuitive UI, resulting in a **16% increase in article production**.

LIVEPOSTER, DENTSU • London, U.K.

Lead Senior Designer | Oct 2017 - Sep 2021

- Identified an opportunity to improve Liveposter's marketing, proactively pitched to senior stakeholders and built a new, modern, responsive website, increasing **business volume by 20%**.
- Supported the new business team with pitch design concepts and client meetings, directing the best DOOH design for each client's needs and **increasing client acquisition by 35%** (e.g. Diageo, LVMH, Microsoft and Virgin).
- Delivered a **40% sales uplift** for Co-op clients through a 24-week campaign across the UK, reversing declining DOOH spend.
- Led a small creative team in the UK and the design team's operations post-acquisition, implementing a unified workflow and briefing structure across the UK, US, Australia and Singapore, which allowed the team to manage a **50% increase in projects** without compromising quality or deadlines.

BIRD & BIRD • London, U.K.

Executive Designer | Apr 2016 - May 2017

HERBALIFE • London, U.K.

Creative Designer | Jun 2013 - Dec 2015

EXTRA-CURRICULAR ACTIVITIES

- **Mentor at UAL, London.** Mentoring programme offered to UAL BA and MA students. Online and in-person. | Jan 2023 - Present
- **Mentor at Femme Palette, Prague.** Mentoring programme for women to advance in their careers. | Nov 2022 - Present

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SKILLS

Product Strategy
Native Mobile App Design
UI / Visual Design
Interactive Prototyping
Journey Mapping
User Research
Usability Testing
Team Management
AI Product Design
Design System

TOOLS

Figma
Adobe CC
Jira
Figma Make
Claude/ChatGPT

LANGUAGES

English • fluent
Spanish • fluent
Portuguese • native
Italian • intermediate
Mandarin • beginner