

Ana Botto

UX, Web & Product Designer

anaelise.botto@gmail.com | 303-815-0913 | [LINKEDIN](#) | [DESIGN PORTFOLIO](#)

Professional Summary

Enthusiastic and results-driven creative known for a collaborative approach and the ability to translate complex requirements into user-friendly designs. Seeking to leverage 8+ years in the tech space in a dynamic role.

Skills

- Wireframing & Prototyping
- HTML/CSS/Javascript
- User Acceptance Testing
- Stakeholder Communication
- Data Analytics

Tools

- Figma
 - Adobe Creative Suite
 - Git/Github
 - JIRA
-

Work Experience

Digital Experience Technical Business Analyst | Prologis

Mar 2025 – Present

- Translate UX and design concepts into detailed CMS and functional requirements that enable developers to build scalable, reusable digital experiences aligned with business needs.
- Defined requirements for a complex property search redesign by balancing competing priorities across global marketing, real estate marketing, U.S. and EU stakeholders, and property data system owners, while navigating integration dependencies, scope tradeoffs, and a 50% resource reduction mid-project.
- Helped operationalize a redesigned About section by defining a modular CMS framework and dynamic editing experience, including a flexible office/location component that supports U.S. states, countries, data centers, and capital deployment offices, with optional anchor navigation for longer lists.
- Supported early scoping for an AI microsite builder by outlining functional requirements, content model considerations, and implementation needs.

Freelance UX Designer | Remote

Jan 2023 – Current

- Led website redesigns and builds for small businesses, creatives, and nonprofits, improving usability, consolidating content, and creating more scalable digital experiences.
- Built a multi-purpose WordPress and WooCommerce website for a Denver-based artist, creating a unified platform for artwork, print sales, nail service inquiries, and EDM vocal collaborations.
- Redesigned and consolidated three legacy websites into one SEO-optimized WordPress site for a multi-generational pool company, reducing ongoing website costs by 20%, improving maintainability, and enabling in-house content updates through clear how-to documentation and training videos.
- Contributed to a 48-hour nonprofit website sprint for Empower Youth Futures as the designer on a four-person team, collaborating cross-functionally with a builder, copy editor, and project manager to deliver a complete site under a tight deadline.
- Designed an app for discovering recreational sports pickup games, increasing user engagement through interactive, community-focused product features.

Senior Product Manager | SurveyMonkey | Remote

Sep 2020 – Aug 2023

- Defined and executed product roadmaps, automating over 10,000 hours of manual labor and generating \$200K+ in pipeline revenue.
- Successfully shifted \$1M+ of company spending to diverse vendors through the design & implementation of DE&I automated reporting interface.
- 60% increase in automated invoice processing, increasing vendor adoption through user testing and an iterative design process.
- Acted as a key influencer and trusted business partner for internal clients, fostering cross-functional collaboration and mentoring junior team members to enhance their skills and career growth.

NetSuite Administrator | Sonder, Inc. | Denver, CO

Jan 2017 – Aug 2020

- Led user requirements gathering and handled training for the NetSuite reimplementation.
- Project Manager for bank payment integration across 8 countries, streamlining payments and reducing manual labor.
- Mapped NetSuite data tables, built analytical dashboards for public use, and improved forecast accuracy.
- Recruited and managed an international team of 20 Procurement Agents.

Education

Bachelor of Science, Marketing – Johnson & Wales University Denver Campus

Associate in Science, Graphic & Web Design – Community College of Aurora

Associate in Science, Culinary Arts – Johnson & Wales University Denver Campus

Certifications

- Certified Scrum Master 2020