

INA LATOUCHYTS

Product / UX/UI Designer — B2B SaaS & AI tooling

Krakow, Poland · open to remote across EMEA and to relocation | lotov.inna@gmail.com | +48 572 587 209 | [LinkedIn](#) | [Behance](#) | [Dribbble](#)

Product designer with 5+ years of design experience (3+ years full-time in product/in-house roles), focused on B2B SaaS tools for professional users: configuration, data-dense workflows and multi-step approval processes in domains I had to learn from scratch. I own problems end to end — research and validation, interaction design, high-fidelity delivery, design QA — and ship them with engineers rather than throwing screens over the wall. Currently designing inside an agentic AI platform and working daily with AI tooling. A prior 13-year career in economics and KPI systems gives me a quantitative footing for defining metrics and reading experiment results.

WORK EXPERIENCE

Product Designer | .efficiently LLC

Aug 2023 — Present

Agentic AI platform for the high-end construction industry, integrated with Procore, Autodesk Construction Cloud, Primavera and Sage.

- Design the professional-user side of the platform: **configuration, data-dense schedules, summary dashboards, filtering and multi-step approval workflows** for interior design teams tracking thousands of material selections.
- Learned an unfamiliar B2B domain (FF&E procurement) from scratch through user research and usability testing, and turned it into **15 shipped product features** from discovery to developer handoff.
- Own the design system, grown to **450+ reusable components** as the product scaled — new surfaces stay consistent without slowing delivery.
- Reached **93% design-to-development fidelity** across releases by writing developer-facing design documentation, which cut implementation questions and back-and-forth by **40%**.
- Work inside agentic AI tooling day to day — **Claude Design, Claude Code and Cursor** — and author AI-ready developer specifications that resolve edge cases and coding scenarios up front.
- Build interactive prototypes to demonstrate intended behaviour to engineers and stakeholders before build, reducing misinterpretation at handoff.

UX/UI Designer | Professional Software Associates Inc. (PSA)

Jun 2023 — Dec 2023 · Part-time

- Built and shipped the design system and core page templates for 3 client websites and web applications.
- Partnered with marketing and product management to align design output with product goals, presenting concepts and rationale directly to stakeholders.

UX/UI Designer | Flatlogic LLC

Sep 2022 — May 2023

- Redesigned existing product workflows and UI, **reducing design review cycle time by 40%**.
- Designed 5 B2B and SaaS products end-to-end, solo: **3 launched and performed in production**, 2 handed off with complete documentation and source files; 100% stakeholder approval.
- Grounded interface decisions in **analytics, market data and usability testing**, and partnered with engineering to ship them.

Web & UI/UX Designer | Freelance

Sep 2021 — Sep 2022

Built a freelance client base in parallel with the Food Union role below, while completing the transition into design.

- Designed, built and launched 4 client sites covering e-commerce, landing pages and iOS app interfaces; delivered interactive prototypes and design-system-based builds for 6 clients.
- Led user research, customer journey mapping and information architecture for each engagement.

UI/UX Designer (Trainee) | Likeit LLC

Feb 2021 — Aug 2021

- Designed web and mobile interfaces in a structured traineeship; built design systems and UI kits; published 4 case studies to Behance.

EARLIER — ANALYTICS, KPI SYSTEMS & FRONT-END (2008–2022)

Thirteen years of quantitative and operational work that I still draw on: defining metrics, reading numbers, and building the systems that produce them.

Lead C&B | Food Union LLC

Jul 2021 — Jul 2022

- Designed and rolled out an employee KPI and motivation framework; managed payroll analysis and control.

Head of Department → Front-end Developer & Web-Designer | Vitrum LLC

Aug 2014 — Jul 2021

- As designer and front-end (2019–2021): designed and built a modular responsive site and web/mobile UI, restructuring the information architecture — the redesign contributed to a **20% increase in sales**.
- As Head of Department: led the company's KPI and motivation system and owned budgeting and budget control for the team.

- Tracked, analysed and reported labour and wage indicators — the analytical foundation later applied to KPI design work.

SKILLS

AI & prototyping: Claude Design, Claude Code, Cursor, AI-ready developer specifications, interactive prototyping

Product design: B2B SaaS workflows, data-dense interfaces and dashboards, configuration tooling, information architecture, design systems, design QA

Research & validation: user research, user interviews, usability testing, personas, customer journey mapping, storyboarding, wireframing

Tools: Figma, Adobe Photoshop, Illustrator, After Effects, Miro, Jira, Asana, Trello

Front-end literacy: HTML, CSS, JavaScript, responsive web, GitHub, WordPress, Tilda

CERTIFICATIONS & EDUCATION

- Google UX Design Professional Certificate — **Google (Coursera)**, 2023
- UI/UX Design — **IT Academy**, 2020 · Website Design on Tilda — **Hoster.by**, 2020 (Best Site of the Course)
- Web Design and Computer Graphics — **Belarusian National Technical University**, 2014–2016
- Economics and Enterprise Management — **Belarusian State Economic University**, 2003–2008

LANGUAGES

English · Polish · Russian · Belarusian

REFERENCES

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Additional references available upon request.