INA LATOUCHYTS

Product / UX/UI Designer

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Product designer with 5+ years of experience, 3+ full-time in product and in-house roles, on **B2B and data-heavy SaaS** for professional users, across B2B SaaS and e-commerce. I own a design system of **450+ components built on design tokens**, deciding what becomes a shared pattern and what stays a one-off, and keep it aligned with the coded version in the repository. What I am best at is the awkward part of a product: **complex workflows with multi-state screens and edge cases**, finished only once every failure path has somewhere to go. I present decisions and their trade-offs directly to product and business stakeholders, **including US clients**, and work daily in an **AI-driven environment** (Claude Code, Claude Design, Cursor; Figma connected to the repository via AI and LLMs), and ship work with measurable results.

WORK EXPERIENCE

Product Designer | .efficiently LLC

Aug 2023 – Oct 2026

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

- **Work within the design system and decide when to extend it:** own the product's system of **450+ reusable components** built on design tokens, resolve inconsistencies at component level rather than patching screens, and keep consistency across the product area as it grows, and build components to meet WCAG accessibility standards.
- Frame the problem with product and engineering, then take it through user flows, wireframes and high-fidelity design. **15+ features shipped** on a data-dense B2B platform: configuration, schedules with thousands of records, dashboards and multi-step approval workflows.
- Contributed to in-product AI (**Clarity AI**) and use **AI tooling daily** (Claude Code, Claude Design, Cursor) for prototyping and specification. Connected Figma and the repository using AI and **LLMs** (Figma API, MCP, Code Connect), with **Markdown guidance for AI** alongside AI-ready developer specs (skills and rules).
- **Document design decisions and prepare handover materials:** developer-facing documentation with states and edge cases specified up front, plus design QA on the built result. Reached **93% design-to-development fidelity** across releases and cut implementation questions and rework by **40%**.
- **Designed the roles-and-permissions model for a multi-tenant SaaS**, spanning multiple subscription plans and editions, with the flows for managing plans, editions and user access.
- Build **interactive prototypes** at different fidelity levels and run **usability testing and user research** to validate concepts before build, learn an unfamiliar professional domain from scratch, and decide what to change rather than confirm what was already drawn.
- **Communicate decisions** and their trade-offs to product and business stakeholders, collaborate with Engineering, Commercial, and QA to ensure consistency, usability, and feasibility. Take part in design reviews, and onboard junior designers into the system.

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

Jun 2023 – Dec 2023

- Built and shipped the **design system and core page templates** for 3 **US** client websites and web applications, presenting concepts and rationale directly to marketing and product stakeholders.
- Launched **2 WordPress sites** from concept to live release; aligned design output with product goals.

UX/UI Designer | Flatlogic LLC

Sep 2022 – May 2023

- 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.
- **+15% sales and +35% returning customers** for Freshride, through a new website and new features.
- Redesigned live product workflows and UI, **reducing design review cycle time by 27%**; grounded decisions in analytics and usability testing.

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 products across responsive web, e-commerce and iOS app interfaces; delivered interactive prototypes and design-system-based builds for 6 clients, plus user research, journey mapping, information architecture, illustration and brand identity per 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 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, Compensation & Benefits | Food Union LLC · *Jul 2021 – Jul 2022*

- Designed and rolled out the 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 front-end developer and designer (2019–2021):** designed and **wrote the code for** 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 department, built its KPI and motivation system and owned budgeting.

Economist | Sivelga LLC · *Aug 2008 – Aug 2014*

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

SKILLS

Design systems: working within and extending an existing system, component architecture, design tokens, variants and states, guidelines for designers and developers, design review and consistency control, design QA, Storybook, design system in the repository (tokens, versions), WCAG accessibility standards

AI: AI-assisted design workflows, in-product AI and AI-powered features, AI-ready developer specifications (skills and rules), Markdown guidance for AI, Figma and repository connection via AI and LLMs (Figma API, MCP, Code Connect); Claude Code, Claude Design, Cursor

Complex product design: multi-state screens, edge case and error-state coverage, multi-step approval workflows, subscriptions, roles and permissions, multi-tenant structures, user flows, wireframes, high-fidelity UI, information architecture, data-dense interfaces and dashboards, configuration tooling, responsive and adaptive design

Documentation & handover: developer-facing specifications covering states and edge cases, design decision records, handover materials, design QA on the built result

Prototyping & validation: prototypes at low and high fidelity, usability testing, user research and interviews, interpreting findings, product analytics, personas, customer journey mapping

Accessibility: WCAG accessibility standards, keyboard navigation, focus states, component-level state coverage

Technical: HTML, CSS, JavaScript, responsive web, GitHub, WordPress, Tilda; one year working as a front-end developer

Tools: Figma (advanced; components, variables, prototyping), Jira, Miro, Asana, Trello, Adobe Photoshop, Illustrator, After Effects, Blender

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 & REFERENCES

English (B2) · Polish · Russian · Belarusian

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