Inna Jaakkola

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Principal Product Designer (UX/UI) · Enterprise SaaS
B2B & B2C Platforms · AI-Driven UX

Summary:

Principal Product Designer with 15 years of experience across B2B, Enterprise SaaS, AI-driven UX, design systems, and complex workflow optimisation. Expert in end-to-end product design, user research, data-driven UX, and large-scale platform redesigns. Proven track record leading cross-functional teams, improving conversion, task success, workflow efficiency, and delivering high-impact enterprise experiences for millions of users. Background in AI-assisted UX, personalisation, predictive interfaces, and generative workflows. Experience across procurement, quoting, dashboards, forecasting, eCommerce, and global digital experiences.

Dell President's Awards · 5 years leading design teams · Global product launches · AI UX & personalisation

Skills & Specialisations:

Product Design & Research

Enterprise UX · B2B & B2C Platforms · SaaS · Design Systems · User Research & Analytics · Accessibility · Usability · A/B · Dashboards · UX Audit

AI Integration & Emerging Tech

AI-Driven UX · Behavioural System Prototyping · Role-Based Logic Simulation · Ethical AI Design · Context-Aware Interfaces · Micro-AI · Predictive Interfaces · Personalisation · AI-Assisted Product Architecture

Product Strategy & Experience Design

Experience Vision · Data-Driven UX · Behavioural Insights · Journey Mapping · Workflow Optimisation · Component Libraries

Collaboration & Leadership

Cross-Functional Alignment · Stakeholder Alignment · Inclusive Design Leadership · Mentoring · Workshop Facilitation · Culture Building

Experience:

Principal UX Designer / Dell Technologies

Dublin, Ireland / 2022 – Present

Promoted from Senior UX Designer after leading major enterprise platform initiatives. Shaped experiences for millions of users, earning two Dell President's Awards, and guided teams with a mix of design leadership, AI innovation, and research-led thinking.

- Led two strategic design initiatives across Dell's enterprise platform: Quote Experience and Premier Homepage, shaping complex B2B procurement workflows across SMB, Enterprise, and Partner segments.
- For Quote Experience, owned end-to-end UX from discovery through delivery, defining strategy and redesigning critical flows to enable up to 10× greater order volume.
- For the Premier Homepage, led the full cross-segment redesign, improving engagement and unifying entry points, while contributing to AI-driven enhancements including micro-AI moments and context-aware personalisation.
- Across both initiatives, drove research-led decision-making and experimentation (interviews, surveys, usability testing, A/B and TNT), partnering closely with product and engineering while championing accessibility, design consistency, and scalable documentation standards across the platform.
- Mentored up to four designers concurrently and led internal talks on AI tools and responsible adoption, supporting design education and capability-building across teams.
- Received two Dell President's Awards for the Quote Experience and Premier Homepage redesigns.

Lead UI/UX Designer / Wunderman Thompson

Helsinki, Finland / 2019 – 2022

Led multidisciplinary design efforts for top-tier clients including Nokia, KONE, and Outokumpu, shaping global digital experiences and award-winning campaigns across B2B and B2C.

- Directed the design and implementation of nokia.com/phones, leading 40+ digital product launches in two years and delivering high-profile campaigns, including a global collaboration with the James Bond film No Time To Die, boosting global visibility and customer engagement.
- Built a scalable design system for Outokumpu's factory software, unifying error-detection and quality-control tools across multiple plants, improving operational efficiency and reducing costly production errors.
- Led UX workstreams for KONE, redesigning landing pages and implementing a B2B elevator configuration tool that streamlined procurement workflows and drove adoption among enterprise customers.
- Redesigned digital platforms for consumer brands such as Lambi and Serla, conducting user research, creating personas, and mapping customer journeys to deliver responsive, user-centred websites that enhanced customer satisfaction and reinforced brand loyalty.

UX Lead & Product Designer / Freelance

Europe / 2014 – 2022

Collaborated with clients ranging from global enterprises to nimble startups—initially as a Product Designer, later growing into a Lead UX role.

- Conducted UX audits and competitive research for First Saudi Arabia Bank, focusing on biometric authentication and secure digital onboarding. Delivered recommendations on facial recognition flows that improved usability, strengthened customer trust, and supported adoption of FinTech solutions.
- Developed a B2B credit forecasting dashboard for HSBC, collaborating closely with bank managers through customer interviews, personas, and journey mapping. Delivered wireframes and final product design that streamlined workflows and supported strategic decision-making.
- Designed dashboards for Excensio (a Microsoft-partnered startup in Finland), creating wireframes and final UI for a testing platform that evaluated mobile phones, tablets, and accessories. Also directed photoshoots and creative campaigns, boosting visibility for major tech product launches.
- Partnered with startups and niche brands to deliver cohesive end-to-end design — from product interfaces and digital assets to creative campaigns and photoshoots.

Product Designer / Dether

France / 2018

At Dether, a blockchain-based P2P payments platform, I pioneered the UX from concept to launch, designing both mobile and desktop applications in the crypto space.

- Designed end-to-end user experiences across mobile and web, mapping complex crypto transactions into intuitive, secure flows.
- Collaborated with developers and blockchain engineers to translate technical constraints into seamless user journeys, ensuring compliance and trust.
- Conducted iterative research and usability testing with early adopters in the crypto community, refining onboarding, wallet creation, and transaction confirmation flows.
- Developed the brand identity and visual language, producing illustrations, UI kits, and design assets that gave the product a distinctive voice in a crowded market.

Senior UI/UX Designer / Crystal Service

Saint-Petersburg, Russia / 2013 – 2014

Contributed to a nationwide retail innovation, with solutions later adopted by large supermarket chains.

Led UI/UX design for Russia's first self-checkout cashier system, simplifying retail workflows and improving usability. Also designed a retail management system covering surveillance, bookkeeping, storage, product management, and labelling.

UI/UX Designer / Tillypad Ltd

Saint-Petersburg, Russia / 2011 – 2013

Shaped the UX of a hospitality management platform scaling across hundreds of venues.

Created user journeys, wireframes, and interactive prototypes for operational dashboards and service tools, improving usability and reducing friction in everyday workflows.

Graphic & UI Designer / Alter Consulting

Saint-Petersburg, Russia / 2009 – 2010

Strengthened client visibility across channels, delivering consistent brand experiences during early digital transformation.

Created websites, branding assets, and digital materials for domestic clients, ensuring cohesive user experiences. Coordinated media campaigns across TV, radio, outdoor, and digital platforms.

Tools & Prototyping

Design & Prototyping: Figma · Miro · Framer · Webflow · Adobe CC

Research & Analytics: Adobe Analytics · Contentsquare · Glassbox · Hotjar · UserTesting · Maze · Notion

AI & Emerging Tech: Rocket AI · Lovable · Base44 · RunwayML · Higgsfield.ai · ComfyUI

Languages:

English – Full professional proficiency · **Russian** – Native fluency · **Finnish** – Limited working proficiency · **Spanish** – Beginner, highly motivated

Education:

- Bachelor's Degree in Dramatic Arts — St. Petersburg State Theatre Arts Academy
- Photojournalism Studies (2 years) — St. Petersburg State University
- Creative Digital Photography & High-End Photo Retouching (6 months) — Photoschool ProFotik

In my free time:

I photograph everything that moves and doesn't move, build Lego like it's therapy, and get lost in books, cities, and Spanish grammar. Occasionally, I hike — mostly to balance the chocolate intake.