

*Designing with curiosity, leading with empathy,
and always keeping users at the centre.*

Hi There!

I’m Inna — a creative and impact-driven Principal UX Designer with 12+ years of experience shaping digital products for global brands and dynamic startups. I’m a strategic thinker and hands-on design lead with a track record of turning complex problems into intuitive, human-centred solutions. My background spans B2B and B2C ecosystems, with a strong focus on accessibility, inclusive systems, and cross-functional collaboration. I’ve led major redesigns, mentored designers at all levels, and fostered design cultures that are iterative, curious, and grounded in real-world outcomes. Most recently, I’ve contributed to AI-driven UX — crafting subtle yet powerful micro AI moments and designing features that adapt contextually to user behaviour, with a focus on real-time personalisation.

Dell President’s Awards · AI-driven UX & personalisation · Global product launches

Skills & Specialisations:

Design & Research

UX/UI Design · Interaction Design · Design Systems · Accessibility · User Research & Analytics · A/B Testing · TnT · UX Audits

AI Integration & Emerging Tech

Micro AI Moments · Prompt Engineering · Generative Prototyping · Predictive Interfaces · Context-Aware Flows · Ethical AI Design

DesignOps & Strategy

Design Documentation · Design Tokens · Outcome-Focused UX · Experimentation Strategy · Scalable Frameworks

Leadership & Facilitation

Design Leadership · Mentorship · Cross-Functional Collaboration · Strategic Storytelling · Workshop Facilitation · Ecosystem Mapping · User Lifecycle Modelling

Experience:

Principal UX Designer(2025) -Senior UX Designer(2022-2025) / 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: the **Premier Home Page and the Quote Experience**.
- Owned end-to-end UX—from discovery to delivery—across high-impact B2B platforms.
- Directed UX strategy for the Quote Team, redesigning flows to enable up to **10x greater order volume**.
- Delivered the full Premier Homepage redesign across **SMB, Enterprise, and Partner segments** — improving engagement and unifying entry points.
- Collaborated on team efforts exploring **AI-driven UX enhancements**, including micro AI moments and context-aware personalisation.
- Conducted qualitative and quantitative research with **B2B and B2C users**, including interviews, surveys, and usability testing.- Ran A/B tests and **TNT (Test & Target)** experiments to validate design decisions.- Advocated for accessibility, design consistency, and scalable documentation.
- **Mentored up to 4 designers simultaneously** and led internal design talks on AI tools and responsible adoption — supporting **AI education** across teams.
- Received **two Dell President’s Awards** (Quote Experience + 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

Global / 2014 – 2022

Collaborated with clients ranging from global enterprises to nimble startups—initially as a Product Designer, later growing into a Lead UX role. Drove end-to-end UX strategy, design systems, and brand experiences across tech, finance, and consumer industries.

- **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 across industries, providing end-to-end design support — from UI/UX and websites to digital assets, campaign concepts, and photoshoots — ensuring cohesive experiences and helping businesses strengthen their digital presence.

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

Helped the product scale to hundreds of hospitality venues, supporting smoother daily operations and customer service.

Designed interfaces for a hospitality management system used by restaurants, hotels, and event spaces. Created user flows, wireframes, and prototypes to streamline operations and enhance usability.

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

UserTesting

Maze

Notion

AI & Emerging Tech:

Claude

Magician

Uizard

Midjourney

Sora

RunwayML

Relume

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 enjoy photography, getting lost in books, exploring new places, learning languages, and hiking outdoors.