

Hi There!

I’m Inna — a creative and impact-driven Principal UX Designer with 13+ 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:

In my free time, I enjoy photography, getting lost in books, exploring new places, learning languages, and hiking outdoors.