

Iryna Lototskyy

Product & UX Designer

Monroe, CT | lototskyy.iryna@gmail.com

lototskyy.com | linkedin.com/in/irynalototskyy

Profile

Product & UX Designer with 5+ years of experience making enterprise platforms and complex workflows easier to use. Experience spans business portals, authentication, consumer forms, and AI-assisted products. Partners with product and engineering teams to translate user needs and business requirements into accessible interfaces and reusable design patterns.

Experience

Freelance Product Designer | Connecticut

2026–Present

- Design enterprise workflows for ReturnStack through Brady UX Network, clarifying approvals, investigations, and exception handling.
- Redesign the Paramount Business Jets charter request form and web pages, simplifying trip details and the steps to request a quote.
- Create website experiences and product marketing assets for ProtoWeave's AI workflow platform.

UX/UI Designer | International Association of Better Business Bureaus

2023–2026 | Remote

- Redesigned the Business Portal's account access, business switching, and task hierarchy using support feedback, analytics, and input from local BBB experts. Designs approved for development.
- Designed Universal Login for more than 100,000 cross-account users, addressing authentication and access across multiple business accounts.
- Designed consumer experiences across Reviews & Complaints, Scam Tracker, Consumer Portal, and AI Assistant initiatives.
- Created accessible interfaces and reusable components aligned with WCAG; collaborated with product managers, engineers, and stakeholders from discovery through developer handoff.

UX Designer | Mecklenburg County

2022–2023 | Charlotte, NC

- Designed print and digital recruiting materials for Human Resources and collaborated with marketing and design teams on county-wide initiatives.
- Reviewed layouts, accessibility, and color contrast for digital redesign projects.

Healthcare Professional | Connecticut

2010–2022

- Built a foundation in patient communication, listening, and problem-solving through more than a decade of healthcare experience.

Skills and tools

Enterprise UX · Interaction design · Information architecture · User research · Accessible interfaces · Forms and complex workflows · Design systems · Prototyping · AI-assisted experiences

Figma · FigJam · Adobe Experience Manager · Adobe CC · Jira · Miro · ChatGPT · Claude · Gemini

Education

Bachelor of Business Communications | Southern New Hampshire University | In progress

UX Design Certificate | New Jersey Institute of Technology