Inna Machekhina

Product Designer | SaaS & B2B | Design Systems | AI-Powered Workflows

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EXECUTIVE SUMMARY

Senior Product Designer with 6+ years in B2B SaaS, field service platforms, real estate marketplaces, and AI-powered product features. Specialises in building design systems from scratch, redesigning complex operational workflows, and shipping AI integrations that drive measurable outcomes. Frontend development background enables precise engineering collaboration and reduces handoff friction. Delivers across the full product design cycle: from discovery and systems architecture through to validated, shipped flows.

EXPERIENCE

Product Designer | Frame Two May - Oct 2025

Client: Allwhere | USA | Field: B2B SaaS · IT Asset Lifecycle Management

- Contributed to device-processing improvements associated with a 72% relative reduction in lock incidents among devices with a PIN, from 21.4% to 5.9%.
- Designed employee management and equipment workflows covering onboarding, offboarding, device assignment, purchasing and shipping.
- Created equipment kit builders and service checkout journeys, supporting regional catalogues, stock availability and transparent pricing.
- Designed quote-to-order workflows for procurement, repairs and resale, connecting vendor pricing, warranty coverage and customer approvals.
- Prepared the design system for Claude-assisted development, standardising reusable components, tokens and documentation across customer and operations interfaces.

Senior Product Designer May - Oct 2025

Swivl | USA | Field Service Management (FSM) SaaS

- Led complete platform redesign with a unified design system (semantic tokens, responsive variables, light/dark modes) - reduced cross-platform inconsistency by 30%, improved design-dev alignment by 25%
- Designed core FSM workflows - job creation, invoicing, and estimates - cutting task creation time by 40% and streamlining operational efficiency across teams
- Built modular task and cost input systems - reduced repetitive data entry by 35%, improved user satisfaction by 12%
- Led UX for AI-powered Website Builder enabling tenants to generate content, customise branding, and book services - boosted feature adoption by 45%, increased inbound lead generation by 60%
- Integrated AI Chatbot into tenant websites to automate bookings and customer support - reduced response time by 45%

Product Designer 2022 - 2026

Hello Neighbour | UK | B2C/B2B Real Estate Platform

- Built design system from scratch with semantic tokens and light/dark modes - reduced design-dev handoff errors by 40%, increased UI consistency across platforms by 35%
- Redesigned ad creation and offer flows - boosted completion rates by 25%, cut time-to-publish by 30%
- Redesigned listings and rental agreements flow for landlords and tenants - contributed to an 80% increase in platform clients
- Overhauled ID verification UX to align with compliance requirements - 20% reduction in verification time, 18% increase in successful compliance pass rates

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UX/UI Designer Jan - May 2025
AA | UK | Automotive Leasing Platform

- Established a new design system across a fragmented corporate site spanning three design generations - decreased inconsistency by 35%, accelerated handoff quality by 25%
- Led leasing section redesign with a mobile-first approach - scaled user engagement by 30%
- Streamlined user journeys informed by UX audit insights and stakeholder feedback - enhanced user retention by 25%

UX/UI Designer 2020 - 2022
My3D.Cloud | Latvia | B2B SaaS - 3D Collaboration & Asset Marketplace

- Revamped core flows, task manager, and messaging UX - improved task completion by 35%, reduced onboarding friction by 27%, lifted retention by 25%
- Architected scalable UX flows for 3D project marketplace - enabled modular rollout and accelerated dev handoff by 30%
- Built cross-platform design system with semantic tokens and comprehensive dev specs - improved visual consistency by 21%, reduced design-to-dev errors by 25%

SKILLS

Product Design	Product Thinking, UX Strategy, Information Architecture, Journey Mapping, Stakeholder Management, A/B Testing, Data Analysis, KPI Tracking
UX & Interaction	Interaction Design, Wireframing, UI Design, Responsive & Mobile Design, Accessibility (WCAG), Usability Testing, Heuristic Evaluation
Design Systems	Design Systems, Semantic Tokens, Component Libraries, Shadcn, Design Handoff, Prototyping, Light/Dark Mode, Design Documentation
AI & Emerging	AI UX Design, AI-powered Tools, Generative AI Workflows, Prompt Engineering, AI Website Builders, AI Chatbot UX
Tools	Figma, FigJam, Framer, Adobe XD, Hotjar, PostHog, Google Analytics, Maze, Miro, UXtweak
Technical	HTML, CSS, JavaScript (foundational) - enabling close design-engineering collaboration

EDUCATION

Product Design	Projector School of Design & Development, Kyiv
UX Design	Projector School of Design & Development, Kyiv
Frontend Development	Projector School of Design & Development, Kyiv
Master of Laws (LL.M.), Civil Law	Academy of Advocacy of Ukraine

CERTIFICATES

- Google UX Design Certificate, 2020
- Data-Driven Design: Quantitative Research for UX - Interaction Design Foundation, 2023
- Mobile User Experience Design - Interaction Design Foundation, 2022
- User Research - Methods and Best Practices - Interaction Design Foundation, 2022
- Journey Mapping - Interaction Design Foundation, 2022
- Mobile UI Design - Interaction Design Foundation, 2022
- UI Design Patterns for Successful Software - Interaction Design Foundation, 2022

LANGUAGES

- English - Professional • Spanish - Conversational • Turkish - Conversational • Ukrainian - Native