Iryna Lototskyy

UX/UI Designer

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Professional Summary

Innovative and empathetic UX/UI Designer with a strong background in user-centered design, AI integration, and digital transformation. Experienced in leading cross-functional projects from concept to delivery, including large-scale redesigns, form simplification, and AI-driven assistants. Skilled at balancing business goals with user needs to create intuitive, accessible, and data-informed experiences. Passionate about advancing design systems, improving accessibility, and using emerging technologies to build trust and engagement.

Work Experience

International Association of Better Business Bureaus (IABBB)
UX/UI Designer | Feb 2022 – Jan 2026 | Remote

- Led design initiatives for Scam Prevention pages within the AEM platform, collaborating closely with developers to ensure accessibility compliance.

- Worked on BBB Home Page redesign for 10M+ monthly users.

- Redesigned Complaint and Review forms to improve comprehension and reduce drop-off rates.

- Designed and tested the AI Assistant ('traffic cop') guiding users to correct actions. Partnered across 94 BBB entities to enhance design system (BDS) consistency.

- Facilitated discovery with product, engineering, and stakeholders; translated requirements into user flows, IA, wireframes, and high-fidelity prototypes in Figma.

- Planned and led usability testing and feedback sessions; synthesized insights into actionable design iterations and shared recommendations with leadership.

- Expanded and governed BBB Design System (BDS) patterns and AEM component standards to ensure consistency across 94 BBB entities and platforms.

- Created detailed design specs, interaction notes, and accessibility annotations (WCAG); partnered with developers through implementation, QA, and UAT.

- Monitored experience performance using qualitative and quantitative signals (funnels, drop-off points, support feedback) and prioritized optimizations to improve conversion and clarity.

Mecklenburg County, NC
UX Designer | Nov 2021 – Feb 2022 | Remote

- Developed accessible layouts and improved usability for public-facing sites.

- Collaborated with HR and Marketing teams for cohesive visual branding.

- Conducted WCAG-aligned color contrast testing for compliance.

- Partnered with internal teams to gather requirements and map end-to-end journeys for public-facing services and content.

- Produced wireframes, prototypes, and design documentation; supported agile delivery through Jira tickets,

reviews, and iterative feedback.

- Improved information hierarchy and content clarity for key pages; ensured responsive behavior across breakpoints and devices.

- Performed implementation QA and accessibility checks; documented issues and collaborated with developers to resolve them quickly.

Next Dimensions, Danbury, CT
UI/UX Designer | Mar 2021 – Nov 2022

- Worked closely with developers to design responsive websites.

- Performed heuristic evaluations and improved accessibility.

- Created reusable UI components and interactive prototypes.

- Partnered with clients to define project scope, user needs, and information architecture; translated goals into clear UX direction and page layouts.

- Designed visual systems (typography, color, components) and created reusable UI libraries to speed up delivery and maintain consistency.

- Created interactive prototypes and developer-ready handoff assets (specs, redlines, component states) to streamline implementation.

- Conducted heuristic reviews and light usability validation; iterated designs based on findings to improve clarity, accessibility, and engagement.

Skills

Design
UI Design, Prototyping, Wireframing, Typography, Mockups, Style Guides, Branding

Research
User Research, Personas, Usability Testing, Heuristic Evaluation, Competitive Analysis, Journey Mapping, User Interviews

Tools
Figma, Adobe XD, Sketch, Illustrator, Photoshop, InDesign, FIGJAM, Miro, AEM, Jira

Technology
AEM, WordPress, SquareSpace, WordPress

Soft Skills
Empathy, Collaboration, Analytical Thinking, Adaptability, Communication

Education

New Jersey Institute of Technology
UI/UX Design Certificate

Norwalk Community College
A.S. Business Administration: Management

International University
B.S. in Business Relations