

Iryna Lototskyy

Senior Product Designer (UX/UI) | Design Systems | Accessibility | AI-Assisted Experiences

lototskyy.iryna@gmail.com | (413) 824-8830 | linkedin.com/in/irynalototskyy | lototskyy.com

SUMMARY

Product/UX Designer with 5+ years of experience designing and shipping consumer-facing experiences in complex, multi-stakeholder environments. Delivered work across BBB.org and Business Profiles, including high-traffic entry points, form-based flows, design system governance, identifying accessibility issues, and an AI-guided intake assistant. Known for translating complex ideas into clear IA, interaction design, and build-ready specifications while partnering closely with product and engineering through implementation and QA.

SELECTED IMPACT

- Shipped redesigns across 5+ AEM templates and 15-20 BBB.org pages, using Better Design System (BDS) base components to improve consistency and speed delivery.
- Led BBB.org homepage redesign supporting 10M+ monthly users by clarifying information hierarchy and prioritizing key tasks, based on competitive analysis.
- Redesigned Reviews and Complaints entry points on BBB Business Profiles to improve intent clarity (review vs complaint vs scam) and reduce user confusion.
- Designed and tested an AI Assistant (Beta) that guides users to the right pathway (Complaint, Review, Scam) with clear examples, safety guidance, and a manual fallback (“Standard Mode”).
- Led accessibility audits to identify accessibility issues for AEM pages to support WCAG 2.1 AA expectations (contrast, headings, focus, labels, keyboard navigation).

EXPERIENCE

International Association of Better Business Bureaus (IABBB)

UX/UI Designer | Feb 2023 - Jan 2026

- Owned end-to-end UX for Scam Prevention pages and related consumer experiences within AEM, partnering with engineering to ensure build feasibility and accessibility considerations.
- Designed and delivered updates across 5+ AEM templates and 15-20 BBB.org pages; produced wireframes, high-fidelity prototypes in Figma, and detailed interaction specs for handoff.
- Redesigned Reviews and Complaints experiences within BBB Business Profiles, strengthening IA and content cues to help users choose the right action and understand next steps.
- Designed an AI Assistant (Beta) intake page that routes users to Complaint, Review, or Scam flows; defined edge cases (manual mode, special routing) and collaborated through QA/UAT.
- Designed a complaint intake experience and documentation (states, validation, error handling, accessibility annotations); integration was pending at the time of handoff.
- Conducted accessibility audits and wrote recommendations for AEM pages/templates; established repeatable QA checks and reusable accessible patterns (focus, errors, labels).
- Facilitated research project targeting businesses, consumers, and internal experts, synthesized findings into prioritized iterations.

Mecklenburg County, NC

UX Designer | Nov 2022 - Feb 2023

- Improved information hierarchy and usability for public-facing service pages; ensured responsive behavior across breakpoints and devices.
- Partnered with HR and Marketing on cohesive visual branding and clearer content presentation.
- Conducted WCAG-aligned checks (including color contrast) and implementation QA; documented issues and collaborated with developers to resolve them.
- Gathered requirements and mapped end-to-end journeys for public-facing services; produced wireframes, prototypes, and delivery documentation tracked in Jira.

Next Dimensions, Danbury, CT

UI/UX Designer (Contract / Part-time) | Mar 2021 - Nov 2022

- Designed responsive marketing websites from concept to launch, including page layouts, component patterns, and interaction states.
- Created wireframes and high-fidelity UI in Figma/Adobe tools; delivered prototypes and handoff documentation to support accurate implementation.
- Performed heuristic reviews and iterative refinements to improve usability, clarity, and accessibility alignment for client-facing experiences.

SKILLS

Product Design: Interaction design, information architecture, user flows, prototyping, design systems, accessibility (WCAG), content hierarchy, QA/UAT support.

Research & Evaluation: Usability testing, user interviews, journey mapping, heuristic evaluation, competitive analysis.

Tools & Platforms: Figma, Sketch, FigJam, Miro, Jira, Adobe Experience Manager (AEM), Adobe Creative Cloud (Illustrator, Photoshop, InDesign), WordPress, Squarespace.

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