VALERIE LANTSOVA

Senior UX/UI Designer | B2C & B2B SaaS | Design Systems & AI-Native Prototyping

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PROFESSIONAL SUMMARY

Senior UX/UI Designer with 5+ years of experience owning end-to-end design across consumer (B2C) and data-heavy B2B SaaS products on native mobile (iOS/Android) and responsive web. Working cross-functionally with Product and Engineering, I combine strong visual craft, typography, data visualisation, and systems thinking with data-informed discovery to optimise conversion funnels, scale multi-product design systems, and use AI coding agents (Claude Code, Cursor, Codex) to prototype and ship fast.

CORE COMPETENCIES & SKILLS

Core & Visual Design: Product Design, End-to-End Product Design, UX/UI, User Experience (UX), User Interface Design (UI), High-Fidelity UI, Interaction Design, Visual Design, Data Visualisation, Typography, Layout, Information Architecture, User Flows, Design Patterns, Mobile Design, iOS Design, Android Design, Web Design, Data-Heavy B2B SaaS

Design Systems, Research & AI: Design Systems, Design Tokens, Figma Variables, WCAG Accessibility, Prototyping, User Research, Qualitative & Quantitative Methods, Usability Testing, Hypothesis-Driven Design, Data-Driven Design, Defining User Needs, Cross-Functional Collaboration, Figma, Adobe Creative Cloud, AI-Assisted Design (Claude Code, Cursor, Codex)

WORK EXPERIENCE

Senior UX/UI Designer - meteoblue (B2C & B2B SaaS) Switzerland (Remote) | 03/2025 - Present

- **B2C Mobile & Web Redesign:** Led end-to-end redesign across native iOS/Android apps and responsive web, turning complex weather and API data into clear data visualisations via 40+ custom graphics, contextual tooltips, and animated onboarding-achieving a 4.7 App Store rating (42k+ reviews), 76% satisfaction (1,700+ testers), 71% web approval (4,740 respondents), and +11% YoY user growth.
- **Data-Heavy B2B & Subscription Funnels:** Worked cross-functionally with Product and Engineering to redesign data-heavy B2B eCommerce flows and subscription landing pages, surfacing premium value upfront and driving measurable conversion growth.
- **Multi-Product Design System:** Built, documented, and governed a WCAG-compliant Figma design system (structured tokens, variables, component libraries, and a 464-pictogram weather icon system) adopted across 4 products, keeping Figma and code in sync and cutting handoff times from 12 to 4 months.
- **Discovery, Prototyping & Stakeholder Alignment:** Synthesised research from 450+ survey respondents and stakeholder feedback into user journeys, wireframes, and two new flows (hiking planner & waypoints); presented design concepts and built functional code prototypes with Codex, Claude Code, and Cursor in 2 weeks (vs. 4-5 months traditional dev) for Maze usability testing within technical constraints.

Product Designer - muffintech (B2B SaaS & Gen-AI) Berlin, Germany (Hybrid) | 03/2024 - 09/2024

- **0-to-1 AI Product Delivery:** Partnered with PMs and engineers in a fast-paced environment to take a B2B conversational AI assistant (with source-citation UX) from discovery, flows, and wireframes to high-fidelity UI and release in 3 weeks; shipped summary and rating features in parallel, helping secure 5 enterprise clients.
- **Multi-Brand Design System Architecture:** Created a scalable design system with structured tokens, strong visual hierarchy, and automated colour rules across 5+ brand lines, improving operational efficiency by doubling frontend speed and cutting rebranding from 1 week to 1 day.

UX/UI Product Designer (Freelance) - VkusVill App (B2C E-Commerce) Remote | 10/2021 - 02/2024

- **E-Commerce Checkout & Discovery:** Owned end-to-end UX/UI from journeys and wireframes to implementation-ready specs for multi-store search and checkout flows, applying design trends and strong composition to a new category with visual stories (+3% conversion rate, 5% CTR).
- **Research-Led Feedback System:** Iterated on solutions based on feedback from users and stakeholders via interviews and usability testing, introducing a gamified star/parameter feedback flow that lifted feedback conversion by +1.4% to ~3%.

UX/UI Designer - Zapdeck (AI) 11/2022 - 02/2023

- **Mobile & AI MVP Execution:** Presented design concepts and delivered high-fidelity UI with strong typography and attention to detail for mobile interfaces, interactive audio players, and an AI multimedia editor MVP in 4 weeks, validated through market research and user interviews.

EDUCATION, CERTIFICATIONS

Bachelor of Social Sciences - Moscow State University 2018-2022

UX/UI Design Professional Certification - Yandex Practicum 2020-2021