

Inna Kay

Senior Staff Product Designer

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I am an experienced Product Designer specializing in delivering exceptional user experiences, with a track record of success in developing innovative B2B and B2C SaaS products. I create elegant solutions based on data-driven decisions for highly complex problems by balancing user and business needs. I have worked at a diverse range of companies, from series A startups as the sole designer to leading strategic cross-team initiatives within large multinational corporations as a part of an extensive in-house design team.

Key Skills

- Interaction Design (UX)
- Interface Design (UI)
- User Research (UXR)
- User Experience Design (UED)
- Design Systems
- Wireframing & Prototyping
- Usability Testing
- Responsive & Mobile
- Facilitating Workshops
- Stakeholder Management
- Machine Learning (ML)
- Artificial Intelligence (AI)
- Agile Methodology (SCRUM)
- Lean UX
- Figma, Sketch, Adobe CS

Key Achievements

Leadership and Impactful Projects: Led high-impact initiatives across #1 company OKRs at Procore which contributed over \$10M ARR from sales and growth, directly contributing to a successful company IPO

Established and Expanded Design Systems: Created and established a design system at ArtBinder, and expanded Legato, the design system at Warner Music, resulting in efficiency by cutting down design and development time by 50%, and ensuring consistency across products

Owning End-to-End Design Process: Established, managed, and led the end-to-end design process for projects: leading research, prototyping, design, iteration, user testing, and collaborative engineering handoffs, ensuring a seamless workflow from concept to launch

Strategic Collaboration and Innovation: Collaborated cross-functionally to take a feature from 0-1, vision to deployment, by achieving strategic alignment across teams and ensuring a unified user experience, such as implementing new and innovative solutions with a platform-first design approach

Career Experience

Warner Music Group | Remote

09/2022 - 08/2023

Lead Product Designer

- Established, implemented, and expanded the Warner Music design system Legato for native iOS, Android, and desktop applications, resulting in cutting down future development time and efforts by 25%
- Managed all design work, delegated tasks, mentored designers, and provided feedback and guidance resulting in improved UX throughout the platforms and a 50% faster design delivery
- Conducted an in-depth UX audit of the existing native mobile app and desktop patterns, gathered data & usage metrics, and conducted discovery research to define the future vision for AMP (Artist Management Platform) determined by business and user needs resulting in improved user satisfaction
- Executed the creation of user experience (UX) and user interface (UI) designs, ensuring they are intuitive, and visually appealing, resulting in improved user experience, alignment with best practices, and company branding guidelines

Lattice | Remote

04/2022 - 09/2022

Staff Product Designer

- Conducted generative discovery research and analyzed findings to identify and shape new opportunities based on user and business needs by creating alignment for the best market fit
- Explored various problem-solving approaches to identify the pros and cons, questions, implications, limitations, and compliance requirements to create user journeys and proposals

- Planned and facilitated virtual offsites, workshops, demos, and presented updates and prototypes to senior leadership

Procore | New York, NY & Remote

10/2019 - 04/2022

Senior Product Designer

- Led the design for strategic, high-impact initiatives, and #1 company OKRs, including the timely delivery of Procore's first High Integrity Commitment, resulting in 10M sales and revenue growth that played a pivotal role in Procore's successful IPO
- Collaborated closely with the Artificial Intelligence & Machine Learning Data Science team, devising innovative approaches to connect segmented data, by enhancing efficiency and 10% increase in traffic by daily active users and 10K new users month over month
- Led every aspect of the product design process, facilitating workshops, defining and reviewing wireframes, high fidelity prototypes, UX patterns, interactions, visual design, design systems & component library, user journeys & flows, and overseeing successful implementations to elevate the overall company-wide UX
- Worked cross-functionally with Research, Design Systems, Product, Data Science, and Engineering teams to achieve strategic alignment and ensure a unified user experience and data consistency across the platform, contributing to the company goal of breaking into new & emerging global markets

ArtBinder | New York, NY

06/2018 - 09/2019

Lead Product Designer

- Managed and oversaw all design work by junior designers, and established a design process across the entire organization, improving communication, visibility, and efficiency, resulting in the delivery of higher-quality products
- Established and maintained a central design system for consistency across different product areas, conducting frequent UX audits to ensure a seamless and delightful user experience across the platform, leading to 75% more efficiency in both design and development processes
- Contributed to growth strategies, shaped the future design vision, and conducted comprehensive Research & Discovery with both internal and external clients, based on which I designed prototypes for user testing, ensuring the validation of findings for new and existing functionality
- Implemented a design process for the organization, adopting a platform-first service design approach, utilizing systems-level thinking to streamline complex workflows, and developed a flexible and scalable framework, thereby improving efficiency in feature shipping and accelerating time to market within a competitive environment

Infor Hook & Loop | Remote

09/2011 - 05/2018

Senior Product Designer

- Re-designed an antiquated Learning Management System (LMS) from end-to-end into a fully responsive UX & UI for desktop and mobile to resolve tech debt and align the UI & UX to an existing enterprise suite of products as an integral part of post-acquisition integration
- Collaborated with a global cross-functional teams to gather requirements, define scope, and review existing and new features to ensure consistency through the platform leading to a 150% increase in sales and customer adoption
- Independently designed future concepts, user flows, wireframes, defined new patterns, sitemaps, interactive prototypes, advanced components, block UX, layouts, visual designs, UI kits, icons, style guides, and other design collateral as the sole designer on the team

Certpoint (acquired by Infor) | New York, NY

UX / UI Designer

- Worked as the sole designer on 2 net-new cloud-based enterprise SaaS products, which helped retain customers and grow business and 2x revenue in a competitive industry
- Worked closely with cross-functional teams to gather requirements, define scope, and review existing and new features to ensure consistency and great user experience through the platform

Education & Certifications

Corcoran College of Art + Design at George Washington University - Washington DC

BFA Graphic Design & Digital Media

Certified ScrumMaster (CSM) at Scrum Alliance - New York City