

Inna Kay

Lead Product Designer

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Work Experience

Warner Music Group, Lead Product Designer 09/2022 - 08/2023

- 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, and establishing consistency in design across platform
- Managed all design work, delegated tasks, mentored designers, and provided feedback and guidance resulting in improved UX throughout the platforms
- 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 satisfaction, alignment with best practices, and company branding guidelines

Lattice, Staff Product Designer 04/2022 - 09/2022

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

Procore, Senior Product Designer 09/2019 - 04/2022

- 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 substantial 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, thereby enhancing efficiency and driving widespread adoption of new features
- 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 and contributing to the company's goal of breaking into new and emerging global markets

ArtBinder, Lead Product Designer 06/2018 - 09/2019

- 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 efficiency gains 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 platform-first service design approach, leveraging systems-level thinking to optimize complex workflows, and established a flexible and scalable framework, enhancing the efficiency of feature shipping and accelerating time to market in a competitive environment

Infor Hook & Loop, Senior Product Designer 04/2013 - 05/2018

- 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
- 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
- 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

Creative Skills

Interaction Design (UX)
Interface Design (UI)
User Research (UXR)
Information Architecture (IA)
Design Systems
Responsive Design (Mobile)
Native Mobile (iOS)
Wireframing
Prototyping
Usability Testing
Systems Thinking
Machine Learning (ML & AI)
Product Thinking
User Experience Design (UED)
Graphic Design
Interaction Design
Web Design
Actionable Agile & Lean UX
Leading Workshops

Technical Skills

Figma
Sketch
Adobe CS
Miro
InVision
Jira & Confluence
Notion
HTML & CSS
Wordpress

Education

Corcoran College of Art + Design
George Mason University
Washington DC
BFA Graphic Design & Digital Media

Certifications

Certified SCRUM Master
New York City

For additional work experience, please refer to my LinkedIn