Inesa Kibkalo

Product Designer · UX/UI

+48 509 877 210
kibkaloi@gmail.com
https://www.linkedin.com/in/inesa-kibkalo/

Website Portfolio: https://inesakibkalo.com/
Password: inesa-2000

PROFILE

Results-driven Product & UX/UI Designer with 5+ years of experience designing complex B2B and B2C digital products — from SaaS platforms and HR systems to e-commerce and data-rich dashboards. I treat AI as a core working partner across the full design process, not just a tool — from building reusable AI-driven workflows for design systems to independently architecting and shipping a full-stack product end-to-end with Claude Code. I approach design as a business tool: starting from research and hypotheses, validating through testing, and delivering solutions with measurable business impact. I think in systems and at scale, take ownership of ambiguous problems from scratch, and lead design teams.

WORK EXPERIENCE

UX/ UI Designer, Vibestyle May 2024 - till now

- **Led end-to-end UX/UI design** for SaaS platforms, financial dashboards, QA tools, and e-commerce products for international B2B and B2C clients.
- **Conducted UX audits and heuristic analyses to uncover usability barriers**; translated findings into validated hypotheses through **Maze usability testing** — improving task completion rates by up to 95–97% on key user flows after redesign.
- **Built and rebuilt design systems from scratch for a complex B2B SaaS product:** audited existing files, restructured 20+ duplicated components into a scalable, variant-based library with semantic color tokens, Auto Layout, and boolean-driven input states — reducing designer review time and developer handoff efficiency.
- **Built a reusable AI-driven workflow for design system work — created a custom Claude skill** covering atomic component hierarchy, variant states, and token binding for Figma; reduced Figma Variables and design system task time from ~2 hours to 5 minutes, and accelerated competitor analysis by ~80%.
- Managed a team of 3–4 designers: matched tasks to skill level, maintained quality standards, set up the workflow system, onboarded new team members, and trained them to follow the design system.
- Conducted 10+ training sessions for junior designers; tested AI tools and quickly adopted new technologies to deliver on new project requirements.
- **Ran client-facing meetings in English to gather requirements**, present design rationale, and align on business goals — with clients from the USA, Germany, and Poland.

UI/ UX Designer, Wezom IT company December 2020 - February 2024

- Designed a corporate HR & Employee Management Platform from scratch for an international outsourcing company.
- Contributed to improving the company website's UI and conversion metrics in collaboration with the marketing team through banner design, social media assets, and landing page iterations.
- Delivered wireframes, inner pages, and visual design for large-scale e-commerce and educational platforms, working within established design systems.
- Collaborated closely with PMs and frontend developers to ensure feasible, well-documented handoffs.

EDUCATIONS

UX Advance, Projector 2025 I Course

Conducted 5+ user interviews, identified registration and onboarding barriers, developed solutions to increase subscription conversion: 208 survey respondents + 17 interviews.

UX/UI Design, Go IT 2023-2024 I Course

Management & E-business, Wroclaw Business University

2019–2022 I Bachelor's Degree

SKILLS

UX Design & Interaction:

Wireframing, Prototyping, User Flows, Design Systems, Interaction Patterns (B2B complex interfaces), Prototyping with AI, AI-Native Workflows: Claude Skills, Prompt Systems, AI-assisted prototyping

UX Research & Testing:

UX Audit, Heuristic Analysis, Competitor Analysis, Qualitative Research, User Interviews, Usability Testing, Tree Testing, Survey Research, UX Workshop

UI / Visual Design:

Accessible Guidelines Design (WCAG), Typography, Color Theory, Composition, Grids, Component-based Design

Problem Solving & Ideation:

Framing Design Challenge, HMW, Crazy 8, Creative Problem Solving (workshops)

Product Thinking:

JTBD, CJM, Service Blueprint, User Story, Value Proposition Canvas

TOOLS

Figma · FigJam · Maze · Figma Make · Miro · Clarity · Claude AI · Claude Code · Claude Design · VS Code · GitHub · Adobe Photoshop · Open AI · Framer · Adobe Illustrator · Adobe After Effects

LANGUAGES

English - Upper-Intermediate

Polish - Upper-Intermediate

Ukrainian - native

I have the right to work in Poland without a work permit.