

Veronika Latawiec | UI/UX Designer

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PROFILE

Creative and data-informed UX/UI Designer with 4+ years of experience designing intuitive digital experiences for SaaS platforms, B2B dashboards, and mobile-first applications. Skilled in end-to-end design from research to prototypes and design systems, with proven success improving usability, engagement, and business outcomes. Strong collaborator in cross-functional teams, bridging user needs with business goals.

EXPERIENCE

Lead UX UI Designer | *The Codrs*

OCT 2022 - PRESENT, TORONTO, ON

- Transformed abstract startup ideas into MVPs across wellness, education, and service industries through user-centered design and rapid iteration.
- Built scalable design systems and responsive UI components in Figma, ensuring WCAG accessibility and consistency across sprints.
- Partnered with PMs, engineers, and clients to balance UX with business and technical feasibility, leading to multiple successful product launches.
- Wore multiple hats across design, project management, development, graphics, and investor pitches, helping early-stage clients secure funding.

UX/UI Designer | *EQ Works*

MAR 2022 - JAN 2024, TORONTO, ON

- Led a full redesign of Paymi's web app, improving flows and layout for a 15% increase in card connections post-launch.
- Designed data-heavy dashboards and insights for SaaS tools ATOM and LOCUS, enhancing usability for enterprise marketers.
- Ran discovery research, A/B testing, and usability sessions to streamline onboarding and other core features for multiple products.
- Standardized the company design system, reducing inconsistencies and ensuring responsive, WCAG-compliant UIs.

EDUCATION

BrainStation | *Diploma, Software Engineering*

JAN 2025 - MAR 2025, TORONTO, ON

University of Toronto School of Continuing Studies | *Diploma, UX & UI Design*

MAR 2021 - SEP 2021, TORONTO, ON

Niagara College | *Associates Degree, Mechanical Engineering Technology*

SEP 2018 - MAR 2020, WELLAND, ON

SKILLS

Figma · Adobe Creative Suite · Miro · HotJar · Maze · Wireframes & Prototypes · User Research & Testing · Design Thinking · UCD · SaaS & B2B UX · Mobile & Web UI · Data-Heavy Products · Accessibility (WCAG) · Design Systems · Responsive Design · Journey Mapping · Personas · Cross-Functional Collaboration · Product Triad Alignment · Agile Teams · Clear Communication · Strategic Problem-Solving · Iterative Design · HTML/CSS/JS · REACT · Web Development · Data Analysis · Usability Testing · Product Design · UX Copywriting · Brand Design · Project Management · Agile Methodologies · Continuous Improvement · UX Consulting