VERONIKA LATAWIEC

Product Designer | UX UI Design Lead

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PROFILE:

Versatile UX/UI and Product Designer with over 3 years of experience leading design initiatives for SaaS platforms, startups, and digital products. Skilled in driving end-to-end design processes—from research and strategy to final handoff—while mentoring teams and aligning user-centered solutions with business goals. Known for delivering accessible, intuitive, and data-informed experiences that elevate usability, engagement, and conversion.

EXPERIENCE:

UX LEAD
OCTOBER 2025 - PRESENT

ORIZON | P.T | REMOTE, CAN

- Lead UX/UI design across multiple client projects for startups and mid-sized companies, guiding a team of designers through research, wireframing, and delivery of responsive digital products.
- Act as primary liaison between clients and the design team—translating goals, feedback, and insights into actionable design direction and ensuring design intent aligns with UX strategy.
- Champion proactive problem-solving and continuous improvement through collaborative design reviews, mentorship, and iteration cycles.

LEAD UX UI DESIGNER
OCTOBER 2025 - PRESENT

THE CODRS | P.T | REMOTE, USA

- Owned UX/UI strategy for SaaS, web, and mobile products—leading projects from concept to launch while improving client satisfaction and retention.
- Conducted usability testing, audits, and user interviews to guide data-informed design improvements and maintain accessibility compliance (WCAG).

PRODUCT DESIGNER
OCTOBER 2025 - PRESENT

EQ WORKS | F.T | TORONTO, ON

- Designed and optimized data-heavy dashboards and marketing analytics tools used by enterprise clients.
- Simplified intricate workflows for geospatial data visualization, leading to measurable gains in clarity and engagement.
- Helped evolve and document the EQ design system to support consistency and scalability across the platform.

EDUCATION:

SOFTWARE ENGINEERING | DIPLOMA
JANUARY 2025 - MARCH 2025

BRAINSTATION | TORONTO, ON

UX & UI DESIGN | DIPLOMA
MARCH 2021 - SEPTEMBER 2021

UofT SoCS | TORONTO, ON

MECHANICAL ENGINEERING | A.A.S. DEGREE
SEPTEMBER 2018 - MARCH 2020

NIAGARA COLLEGE | WELLAND, ON

SKILLS:

- Figma, Adobe XD, Webflow, Miro, Notion, Jira, Hotjar, Google Analytics, Maze, Office Suite
- Strong communication and stakeholder management; effective time and project leadership
- UX/UI Design, Product Design, Wireframing, Prototyping, Accessibility, Data-Driven Design
- User Research, Usability Testing, Design Systems, Cross-Functional Collaboration
- Front-End Development: React, JavaScript (ES6+), HTML5, CSS3, Node.js, API Integration