

Yuliia Kovalova

Product Designer & Design Lead — Complex B2B SaaS

Wroclaw, PL

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[LinkedIn](#)

[Portfolio](#) (password: salmon-bell-pepper)

WORK EXPERIENCE



Product Design Lead

SmartBear / B2B, Devtools

Mar'24 - Present

- Partnered with Product, Engineering, and Research to identify UX opportunities, clarify user pain points, and shape quarterly roadmap priorities.
- Led redesign of on-prem workflows across 21 modules and improved onboarding to make trial setup easier and help users reach value faster.
- Introduced AI-assisted workflows into the team's design process, using Figma Make to explore early interaction concepts and shorten iteration cycles from a week to 1–2 days.
- Built an in-house design agent that generates styled HTML mock-ups for dev handoff, cutting first-iteration time from hours of back-and-forth prompting to minutes.
- Initiated a Storybook + GitHub component library aligned with Figma, using MCP and Cursor to speed setup.
- Led Reflect Design System transfer from code to Figma, improving designer efficiency and design-to-code consistency across products.
- Facilitated cross-functional workshops that turned product strategy into a clear direction and shared narrative for the team.

Product Designer

Mar'23 - Mar'24

- Designed a unified onboarding pattern adopted across 5 API lifecycle products, ensuring UX consistency at scale.
- Owned UI design for API endpoint exploration in the API Testing platform and led design patterns alignment across a team of 5 designers.
- Promoted to Design Lead after one year based on team growth and design impact.



Product Designer

Infor / B2B, Enterprise UX

May'21 - Feb'23

- Led end-to-end discovery and design of a no-code application builder that let business consultants create custom interfaces for enterprise end users.
- Designed complex workflows and reusable UX patterns for enterprise workspaces and widgets.
- Initiated a design-system usability evaluation using surveys and usage signals to identify structural improvements to the component library.



UX Designer & Researcher

CO3 / B2B, Logistics visibility

Oct'20 - Apr'21

- Led UX design and research for CO3's Scania integration, enabling real-time vehicle tracking by connecting Scania accounts to the visibility platform.
- Designed and usability-tested onboarding flows for multiple personas, lowering the learning curve so users could start tracking vehicles quickly.
- Partnered with PM and Engineering to design route planning, ETA tracking, and scheduling features across multi-step operational journeys.

ABOUT ME

Product designer and design lead working in complex B2B SaaS — workflows, onboarding, data-heavy features, and design systems. I bring structure to messy problems and start initiatives without waiting to be asked, including bringing AI-assisted ways of working into the team. I partner with Product and Engineering to ship experiences that scale.

SKILLS & EXPERTISE

- Product design for B2B / enterprise
- AI / interaction design patterns
- Design systems / UI design
- UX strategy planning & OKRs
- Data-heavy / enterprise-level feature design
- Design team leadership & hiring
- Cross-functional collaboration & workshops
- UX research / data-driven decisions

CERTIFICATIONS

UX Strategy Workshop / Projector / 2025

Designing for Complex UI / Projector / 2023

Design Sprint 2.0 Facilitation Masterclass / AJ&Smart / 2022

EDUCATION

Communication Design, Master

University of Wroclaw, 2020-2022

Innovation Management, Master

Wroclaw University of Economics and Business, 2018-2022

Sociology, Bachelor

National University of Ukraine "Kyiv Polytechnic Institute", 2014-2018

OTHER

Speaker at Women in Tech Summit 2022 in Warsaw.

[Design Jam events](#) coordinator.

Co-author of [design podcast](#) and building community for Ukrainian designers in Poland.

Published an article about [my 1st year in Management](#).