Marta Iasko

AI-Native Product Designer · UX/UI

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SUMMARY

Product designer with 6 years of experience in B2B SaaS, health tech and AI products, currently Design Lead at RIB (Schneider Electric) in Copenhagen. I work closely with product managers and engineers, prototype in code with Claude Code and use AI every day, from early specs to the design system. My work has raised lead conversion by 24% and grown a user base by 20%.

EXPERIENCE

RIB, a Schneider Electric company — Copenhagen | Feb 2025 - Present

Design Lead (Nov 2026 - Present), Senior Product Designer (Feb 2025 - Oct 2026)

- Designed an AI document classifier that sorts project documents automatically and makes document workflows noticeably faster for construction teams.
- Set up an AI-assisted product process now used by product, design and engineering: problem framing and specs with Claude, prototypes on the design system, then development.
- Started and led the rebuild of the design system (140+ components, 480+ tokens) with 3 designers and a frontend engineer, and built many of the components myself. Figma and code use the same names, so a simple flow can now be prototyped in about 5 minutes instead of 1-2 days.
- Ran pilot research with customers in several markets to test a new product concept before go-to-market.
- Now leading design for the move to a multi-client platform: identity and access, common data environment and ISO document workflows.

Lenus eHealth — Copenhagen | Feb 2023 - Jan 2025

Product Designer

- Designed mobile lead management for coaches together with the PM and tech lead, based on interviews with coaches. Lead conversion went up 24%, app engagement up 40%, and lead response time dropped 35%.
- Designed and launched new product tiers that grew the user base by 20%.
- Built the design system from scratch for 120+ screens, which cut UI inconsistencies by 85%.

Sciforce — Remote | Jan 2021 - Feb 2023

UX/UI Designer

- Designed an AI-powered B2B product used by 5,000+ hospitality businesses.
- Sole designer on a clinical decision support MVP for a NASDAQ-listed DNA testing company, from research with oncologists to developer handoff, in 6 months.
- Led WCAG 2.1 accessibility work that reduced accessibility issues by 85%.

Freelance — Lviv, remote | Mar 2020 - Jan 2021

UX/UI Designer

- Websites and brand identities, including a brand system used across 120+ universities.

SKILLS

Design: Figma, UX/UI design, interaction design, design systems, prototyping, mobile and web

AI and code: Claude Code, AI agents and skills, AI-assisted research and specs, HTML/CSS

Research: user interviews, usability testing, pilot studies, conversion metrics

AWARDS

- AEC Hackathon 2025: winner, Best Solves a Big Problem
- Dev Challenge 2022 and 2023: finalist, Product Design
- Women in Leadership programme: current participant

EDUCATION

Lviv Polytechnic National University, Information Studies, 2020 - 2024

IT STEP Computer Academy, Computer Graphics and Design, 2018 - 2021

LANGUAGES

English (professional), Ukrainian (native), Danish (working)