

NATALIA ROGON

Senior Product Designer · SaaS · B2B · End-to-end design · AI development

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PROFILE

Product designer with 6+ years delivering end-to-end consumer and enterprise experiences across mobile, web and complex SaaS platforms. Skilled in AI-assisted processes, interaction design, information architecture and user journey design, with a strong visual design sensibility and a track record of shipping work that moves metrics. Comfortable working across ambiguity and deeply curious about personalisation, AI-driven experiences and how intelligent systems shape user trust. Currently designing and shipping product features with AI-enabled tools (Figma, Claude Design and Claude Code) into live product workflows to improve design quality and team velocity.

EXPERIENCE

Senior Product Designer · Lantern AI · Aug 2024 – Present

London, UK · Hybrid

- Drove rapid product prototyping and iterative software development by orchestrating advanced AI-augmented coding models to reduce time-to-market.
- Established a mandatory process for contributing LUX components, getting the design system delivered to Storybook within three weeks of starting.
- Repositioned design from a production function to quality governance, embedding the design system into AI-generated outputs.
- Designed client onboarding flows and user admin UI for a multi-layered organisational structure, simplifying a complex B2B permission model into an intuitive end-to-end journey.
- Contributed to a unified platform concept and trusted data lens, shaping core product architecture across authenticated user experiences.

UX Designer · ForgeRock (now Ping Identity) · Jun 2022 – Jul 2024

London, UK · Remote

- Redesigned the ForgeRock Training Platform, rebuilding the information architecture, removing a full navigation layer to simplify the content hierarchy, and improving badge progression across 30+ screens.
- Improved support platform usability, contributing to a 15% increase in customer satisfaction ratings and a 30% reduction in support ticket volume.
- Redesigned Search functionality, rebuilding information architecture across six content types and establishing the component foundation for a wider design system.
- Co-organised and facilitated cross-functional workshops in San Francisco, directly initiating a unification of design principles across the organisation.
- Assisted with integration of ForgeRock's digital presence into the Ping Identity brand following acquisition, ensuring design continuity across customer-facing surfaces.

UX Designer → UX Lead · Archax · Nov 2020 – Dec 2021

London, UK · Onsite

- Led design contribution to a successful \$20.5M funding round through product enhancement ideation and high-fidelity prototyping.

- As sole designer, built the onboarding experience for a complex B2B client ecosystem from scratch, working within regulatory constraints and multi-stakeholder sign-off.
- Following promotion to UX Lead, built and led the design function responsible for product and website features.

Multimedia Designer · KEA Tech Lounge · *Jan 2019 – Jul 2020*

Copenhagen, Denmark · Onsite

- Designed branding content and organised mid-size tech workshops; led video production group at one of Denmark's largest music festivals.

EDUCATION

Multimedia Design and Communication · Business Academy Copenhagen (EK) · *2018 – 2020*

Commerce Management · Zealand Academy of Technologies and Business · *2016 – 2018*

CERTIFICATIONS

Public Speaking Training · School of Connection · *2023*

UI Design Patterns for Successful Software · Interaction Design Foundation · *2023*

UX Management: Strategy and Tactics · Interaction Design Foundation · *2023*

UX Writing: Using Words as a Design Power Tool · Interaction Design Foundation · *2022*

Web Design for Usability · Interaction Design Foundation · *2022*

CAPABILITIES

Design skills · AI-Assisted Prototyping · User Journeys · Information Architecture · Design Systems · Interaction Design

Software · Claude · Figma · ZeroHeight · Framer · Notion · Jira · Confluence

Process · End-to-end Design · Usability Testing · Personas · Stakeholder Alignment · Cross-functional Collaboration · Workshop Facilitation · User Research

Languages · English (Professional) · Polish (Native) · Danish (Elementary)