Ina Tocilin

Lead CX / UI / UX Designer

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⚑ New Zealander

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Motivated by passion, driven by great product experiences. With 20+ years of multi-disciplinary experience in mobile and desktop design I help organisations build human centered products and services.

PORTFOLIO   inatoc.com

SKILLS

- Executing all visual design stages from concept to final hand-off to engineering
- Integrating design systems
- Conducting user research and user testing
- Providing design critique

FAVOURITE TOOLS

- Figma, FigJam, Adobe Creative Suite
- Google Analytics, Hotjar, Maze
- Slack, Jira
- AI

WORK EXPERIENCE

BETTER BEANS
AUTOMATION

Jul 2024 - Jan 2025

CX Designer @BetterBeans

- Created a portal for automated software that enables coffee roasters to record, analyse, and control roast profiles. The software automates the generation of roasting metrics, providing data-driven insights to optimise decisions and enhance the final coffee flavour.
- Established **Better Beans DS**

springtimesoft

Nov 2023 - Jul 2024

Senior UI/UX Designer @Springtimesoft

- Designed the **Camp Quality** registration platform to streamline and enhance the enrolment process for camp participation. Camp Quality provides a supportive environment where children with cancer can experience normality and independence.
- Redesigned **Springtimesoft Consulting** website for a team of clever thinkers and doers.

June 2023 - Sep 2023

Senior UI/UX Designer @Eceipt

- Designed **Eceipt app** - an intuitive and simple mobile application that helps consumers digitally store their receipts from any NZ retailer, while retailers can reduce their expenses by not having to print paper receipts.

AA

Mar 2021 - May 2023

Digital Product Designer @AA New Zealand

- Built **MyAA** - a useful, usable, user centric design solution, that 1.7 million of kiwis use to access their AA accounts
- Created and maintained **MyAA Design System** . Documented Design System thoroughly, explaining how and why components should be used from a designer and developer perspective
- Integrated Tokens - a single source of truth to name and store a design decision, distributed across design tools and coding language.

UI/UX Designer @Tower Insurance

May 2020-Feb 2021

Worked on Tower partner's project **TradeMe Insurance** focusing on refining the current user experience while also conceptualising and implementing innovative new features.

Digital Product Designer @Foodstuffs North Island

Aug 2019 - Apr 2020

From concept to final delivery designed UX and UI for NZ largest wholesale retailers **Gilmours** and **Trents**.
Also worked on a "Sneak peek" feature for **iShop NW** and **Pak'nSave**.

UI Designer @Yellow pages

Jun 2017 - Dec 2017

Redesigned **Yellow Pages** website based on their new concept and vision. Created and implemented few features to help the company leading in its new direction.

UI Designer @The Creative Store

Apr 2016 - Jun 2017

Worked as a contractor through a Digital Agency on two great projects — **WorldVision NZ** and **Chorus**.
Redesigned WorldVision NZ website and created some new pages for Chorus website.

Digital Product Designer @Givealittle

Nov 2013 - Feb 2014

Jan 2015 - Apr 2016

Created entire UX and UI of **Givealittle** desktop site - a trusted online fundraising platform for all New Zealanders.

In 2015 came back to design Givealittle mobile app based on its desktop site. Also worked on important company projects **BigBreak** app, **Two Tales** website, and **Circa Work** app.

A LONG TIME AGO..

From 2003 to 2013, I worked as a **Visual Designer** within various Digital Agencies, engaging in a diverse range of projects with dozens of different clients.

Notable among these were **Telecom** (now Spark), where I contributed to captivating mobile advertisements, and **Microsoft**, where I crafted engaging flash banners.
Additionally, I collaborated with **Lotto NZ** on compelling mobile ads, designed few pages for **The Warehouse** website, and extended my expertise to **Foodtruths**, **Better Beans**, **Orcon**.

EDUCATION

Technical University of Moldova, Bachelor of Computer and Information Sciences, Level 7 at NZQA.

REFERENCES

Available on request.