Litsa Babalis

Senior Product Designer
Enterprise SaaS · Platform Design · Workflow Systems
Montreal, QC · Open to relocation (GTA) · Remote-friendly
Portfolio: designer.litsababalis.com · LinkedIn: https://www.linkedin.com/in/litsa-babalis/
Email: litsa@litsababalis.com

Summary

Senior Product Designer with 10+ years of experience designing complex, multi-role SaaS platforms. Specializes in decision-support systems, workflow governance, and design systems that scale across products and teams. Uses AI-assisted workflows to accelerate research, exploration, and system thinking, while translating ambiguous, high-risk problems into durable platform solutions across web and mobile.

Work Experience

Senior Product Designer — WorkJam

February 2021 – Present

- Led platform-level initiatives across dashboards, scheduling, training, communications, and content approval, designing systems that support decision-making, execution, and governance at scale.

- Reframed customer- and sales-driven feature requests into scalable workflows and shared frameworks, reducing one-off solutions and long-term design debt.

- Designed decision-support dashboards that reduced cognitive load and improved time-to-action by surfacing priorities, risks, and next steps across roles.

- Built coordination layers that bring together signals from training, credentials, permissions, and compliance, making constraints visible at the moment decisions are made.

- Partnered with Product, Engineering, Data, and Customer Success to influence roadmap direction through design prototypes, system models, and data-informed insights.

- Integrated AI into the design workflow using tools such as Figma Make and large language models to accelerate early exploration, pressure-test flows, synthesize research, and explore edge cases before validation.

- Contributed to the evolution of the design system with reusable patterns, tokens, and interaction models used across multiple product areas.

- Mentored designers and supported hiring and calibration efforts, helping raise quality and consistency across the design organization.

Selected Projects

Scheduling as a decision-making system

Redesigned the platform dashboard into a modular, role-aware entry point for managers, frontline employees, and administrators. Improved time-to-action by 45%, reduced navigation depth by 35%, and increased adoption of key widgets by 30% by prioritizing hierarchy, clarity, and surfaced signals over raw reporting. Incorporated AI tools such as Figma Make and large language models into the design workflow to accelerate exploration, synthesize feedback, and pressure-test flows and edge cases before validation.

(Case study available in [portfolio](#))

Modular dashboard for decision support

Redesigned the platform dashboard into a modular, role-aware entry point for managers, frontline employees, and administrators. Improved time-to-action by 45%, reduced navigation depth by 35%, and increased adoption of key widgets by 30% by prioritizing hierarchy, clarity, and surfaced signals over raw reporting.

Introduced agent-led operational insights that highlight emerging issues and suggest clear next actions, helping users move from awareness to decision without digging through data.

(Case study available in [portfolio](#))

Content approvals as trust infrastructure

Designed a unified content approval system to prevent risk before publication by replacing informal sign-offs with a centralized, auditable system of record. Reduced post-publish edits by 60%, eliminated approval blind spots, and improved accountability by making ownership, status, and approval history visible across the platform.

Leveraged AI tools to map approval flows, identify compliance gaps, and simulate approval breakdowns across different organizational structures.

(Case study available in [portfolio](#))

Additional Experience

Educator — John Abbott College & English Montreal School Board (2020 – Present)
Founder & Lead Designer — That Sky Blue Stationery (2007 – 2019)
Senior Product Designer — SAP Hybris (2002 – 2007)

Education & Certifications

The Complete Guide to Design Tokens — Subatomic (Brad Frost), 2025
 Graphic & Web Design — LaSalle College, 2000