

Expertise	User journeys	Product ownership
	Design systems	Data visualization
	Lo-Fi mockups	Workshop facilitation
	Hi-Fi prototypes	Service design
Toolkit	Figma, Sketch,	HTML/CSS/JS
	Penpot, AxureRP	Product backlog
	Affinity/Adobe suite	
Languages	English—fluent	Polish—native

UX/UI & Interaction Designer

As a seasoned designer and project leader, I partner closely with cross-functional teams throughout the entire product design lifecycle, from requirements to final delivery and maintenance across media and platforms. I combine user research, iterative testing and system design to create polished products that scale.

Signature work

Marketing website & Brand redesign • Ori / 2023-2024

- › Refreshed the visual language: typography, color palette, icons.
- › Designed and implemented a new website in Webflow.
- › Designed printed materials, event merchandise, and key visual assets.
- › Built a design system and content marketing templates in Figma.

Ecommerce platform • Demant / 2021-2023

- I built a comprehensive multi-brand design system that scaled across company’s digital presence in 30+ countries, and redesigned key user journeys for specialized operations of hearing care clinic chains.
- › Reverse-engineered a design system from fragmented brand guidelines and an inconsistent legacy interface, a detailed process that required auditing and rebuilding every reusable element for multiple brands.
 - › Designed new platform features, with focus on complex workflows such as custom order flow, user management, and multi-brand support.
 - › Created a fully interactive prototype using real code to accurately simulate product behavior, which helped showcase key flows, micro interactions and improved collaboration with front-end engineers.
 - › Collaborated with design teams working on the company’s other products to align on a consistent UX across platforms, and advocated for stronger user-centric design to stakeholders.

Wind Farm Inspection Tool • Vattenfall / 2018-2019

- I conceptualized and designed a progressive web app for wind farm inspectors to bridge the gap between on-site and back-office management. I wore the two hats of product owner and UX/UI designer across multinational, distributed teams.
- › Conducted workshops to gather and refine functional requirements.
 - › Designed the entire navigation concept and user flows.
 - › Planned and oversaw the entire app design for mobile and desktop.
 - › Managed sprint planning and daily communication with the client.
 - › Maintained alignment across a distributed, cross-functional team.

Corporate Site Builder • Procter & Gamble / 2018

Originally hired for a UX role, I quickly took on broader responsibilities of leading the effort end-to-end, from initial planning and technical architecture through implementation, stakeholder communication, team hires and managing the development timeline.

- › Defined the product and core architecture of the platform.
- › Designed the complete content model for the headless CMS.
- › Coordinated work across internal and external teams.
- › Implemented key parts of the front-end codebase.
- › Provided UX feedback and alignment between design and engineering.

Payment Gateway Merchant Panel • Deutsche Payment / 2015

I created a large-scale interaction flow, based on paper forms and business procedures, resulting in a digital UX for online payment management.

- › Contributed to the technical and functional analysis to make sure the product design was aligned with business needs from the start.
- › Defined the information architecture, structured the navigation model, and charted user flow diagrams for the entire service.
- › Designed the entire UI, including detailed screen layouts, a design system with custom iconography, and components including tables, forms, filters, wizards.

Lead Organizer & Founder • Front-Trends / 2010-2018

I founded and led internationally recognized conferences in Warsaw, showcasing top front-end developers, JavaScript programmers, designers, and UX specialists.

- › **Concept & Vision:** Created the Front-Trends conference and developed it over nine years into a respected international event.
- › **Branding & Design:** Designed a new visual identity each year, aligned with current design trends, including websites, printed materials, sponsor kits, venue design and marketing collateral.
- › **Production & Logistics:** Handled all logistics such as venue management, equipment, speaker arrangements, party venues, and crafted the event schedule for a smooth 3-day run.
- › **Platform Development:** Designed a custom ticketing system, built in-house to reduce costs and control features. It was later adopted by other organizers.
- › **Community & Partnerships:** Directed speaker curation, sponsor relations, and global outreach, and organized fully branded events for partners like PayPal.

Prior employment

Chief Product Officer, Co-founder • Filmaster / 2011-2015

- › Envisioned short-term and long-term strategies of the company ([acquired by Samba](#) TV in 2015).
- › Designed and oversaw the development of B2B services and products for film and TV, cinema chains, cable and VoD, and movie producers.
- › Defined the front-end development direction, coded markup and style templates for web platforms.

Unit Leader Front-End • Roche / 2009-2011

- › Led a team of 12-15 front-end and UX professionals across 20+ concurrent projects annually.
- › Took full responsibility for the planning, design, and implementation of complex internal tools.
- › Acted as a liaison between project stakeholders, developers, and corporate compliance.
- › Defined and advocated for UX strategy in organizations where it had little existing foothold.
- › Designed scalable front-end architectures and introduced tools that improved development efficiency.

Front-End Engineer, UX Designer • Roche / 2006-2009

- › Collected and analyzed requirements through the iterative prototyping sessions. Led the front-end development process from concept to deployment.
- › Engineered HTML, CSS and JavaScript code. Researched and tested prototyping and development tools for team adoption.

UX & UI Designer, Front-End Engineer • Empolis / 2005-2006

- › Managed front-end operations from concept and design, to deployment and user training for all deployments of a proprietary knowledge-tree based full-text search engine.
- › Designed knowledge models and led presentations and workshops for users and administrators for the search engine deployments.

Front-End Engineer • eoNetworks / 2003-2005

- › Developed boilerplate templates for the company's core product eoCMS that revolutionized the setup of new client projects, leading to the foundation of a subsidiary responsible for quick-turnaround CMS deployments.
- › Served as Technical Manager, ensuring the QA of development and delivery for institutional and governmental clients, including Ministry of Science and Information, Polish Voting Committee, Polish Chamber of Information Technology and Telecommunications, Civil Service Office.