

Paweł Czerski

UX/UI & INTERACTION DESIGNER

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☎ +48 692 302 313

📍 Warsaw, Poland

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

Enterprise Design System • SAP / 2025-Present

I build a unified design system and storefront experience across a multi-brand, multi-vertical ecommerce portfolio, establishing a single shared concept that accommodates industry and use-case variation.

- › Audited fragmented storefront UIs across multiple industry verticals and synthesized them into a single cohesive design concept with room for use-case and industry variation.
- › Built a cross-storefront design system in Figma, establishing shared components, patterns, and visual language for both B2B and B2C.
- › Collaborated with engineering on design implementation and handover, aligning the system with platform constraints and existing reference implementations.
- › Produced narrative sales prototypes as persona-driven storylines spanning multiple SAP products and business scenarios, combining design assets into a cohesive, presentation-ready flow.

Marketing website & Brand redesign • Ori / 2023-2024

- › Revamped 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.

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- › 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.

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- › **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

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Polish Chamber of Information Technology and Telecommunications,
Civil Service Office.