

PATRYCJA PIOTROWSKA

Senior Product Designer

piotrowska.p@gmail.com | www.piotrowska.pl | www.linkedin.com/in/patrycja-piotrowska

SUMMARY

I am a Product Designer with 10 years of experience, specialised in complex B2B SaaS products. I design systems built on heavy business logic, layered data structures and real operational constraints, and translate them into clear, usable interfaces. My computer science background lets me hold substantive conversations with engineering teams and design solutions that are realistic to build. I own the full design process — from discovery, through design and testing, to handoff and release.

EXPERIENCE

Senior Product Designer — Vendortrax (Contract, USA)

May 2025 – Present

- Design products for U.S.-based clients: mobile applications, web platforms and supporting sales materials, including pitch decks.
- Act as the primary design decision-maker across client initiatives and help define product direction.
- Work directly with the product owner and main investor on strategic decisions shaping individual products and the wider product offering.

Product Designer — SoftCraft AS (Contract, Norway)

July 2025 – Present

- Design complex digital products for clients across the U.S., Norwegian and Polish markets.
- Own large-scale, system-driven applications operating nationwide — including white-label solutions for municipalities.
- Collaborate with product owners, engineers and stakeholders on flows that handle intricate logic, data structures and real operational constraints.

Lead Product Designer — Conflict Inc. (Contract, USA)

February 2022 – Present

- Lead design for U.S.-based clients across web applications, mobile apps and websites.
- Own core user experiences alongside supporting materials such as marketing assets and presentations.
- Maintain consistency across product, brand and communication, adapting solutions to each client's business goals and stage.
- Project range: from AI-driven products (Calliope AI) to enterprise-grade systems (Eagle Environmental Inc).

Senior Product Designer — Open Loyalty (Full time)

March 2023 – August 2025

- Worked within the design team responsible for shaping and evolving an enterprise loyalty platform.
- Designed complex SaaS functionality in close collaboration with designers, product managers and engineering teams.
- Implemented Hotjar across multiple client instances, shifting the team from reactive fixes to data-driven decisions.
- Redesigned the core configuration workflow, reducing cognitive load, costly configuration errors and support ticket volume.

Product Designer — OAK Theory (Contract, USA)

February 2023 – May 2023

- Designed internal-facing and customer-facing products for enterprise clients in the technology and healthcare sectors.
- Aligned design decisions with strict brand, legal and organisational requirements in regulated industries.

Product Designer — Spyrosoft (Better Software Group / Better Soft Service, Full time)

August 2021 – March 2023

- Ran the full design process — from discovery to delivery — across multiple platforms and industries at once.
- Designed OTT and Smart TV experiences, IoT interfaces, mobile applications and web platforms for international broadcasters.
- Delivered under tight timelines and shifting requirements, grounding solutions in technical reality and close work with engineers.

Co-Owner & Designer — Beauty Agency

April 2019 – March 2022

- Built and maintained the agency website — from design and launch to ongoing content updates and optimising the enquiry path.
- Handled sales and client relationships directly: pitch conversations, quotes, briefs, concept presentations and final sign-off.
- Planned and ran marketing campaigns together with all their visual assets: brand identities, campaign materials and social media content.
- Shaped the service offering, organised the work of a three-person team and made day-to-day operational decisions.

UI Designer — mDevelopers (Full time)

December 2017 – October 2020 (Graphic Designer: September – November 2017)

- Designed interfaces for commercial digital products across diverse client industries and markets.
- Started with graphic and print materials, quickly moving into a UI Designer role on full digital products.
- Collaborated with international teams and clients, designing within established frameworks and learning how software is really built.

UI Designer — Manager-art (Full time)

January 2017 – October 2017

- Designed websites, logos, brand collateral and printed materials.
- Managed production with local printing partners: proofs, materials and finish specifications.
- Worked with the event team on coordinated visual assets for exhibitions, campaigns and on-site branding.

TECHNICAL SKILLS

AI & Modern Workflows: AI-augmented prototyping, vibecoding, Claude Code, Gemini, Figma MCP, prompt engineering

Design: Product Design, UX/UI Design, B2B SaaS, systems thinking, Design Systems, information architecture, user flows, wireframing, prototyping, user research, usability testing, product analytics, white-labeling & scalability, mobile & web design, OTT / Smart TV, IoT, developer handoff, end-to-end product delivery

Tools: Figma, FigJam, Miro, Adobe Creative Suite (Photoshop, Illustrator, After Effects), Hotjar, Jira, Confluence

EDUCATION

Jan Długosz University, Częstochowa

2013 – 2016 | B.Eng. in Computer Science — specialisation: Design & Multimedia

Engineering studies combining design with solid technical foundations: programming, algorithms, data structures and system logic, alongside design and multimedia projects.

Zespół Szkół Morskich, Świnoujście

2010 – 2013 | IT Technician — specialisation: Design & Multimedia

First formal computer science education: programming fundamentals, working with databases and early design tools (GIMP, Photoshop).

LANGUAGES

English: professional proficiency | Polish: native

I hereby give consent for my personal data included in my application to be processed for the purposes of the recruitment process in accordance with Regulation (EU) 2016/679 (GDPR) and the Polish Personal Data Protection Act of 10 May 2018.