



Patrycja Piotrowska

Senior Product Designer

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About Me

Senior Product Designer with 8+ years of experience making ideas shine across industries like health, green energy, beauty, banking, IoT, AI, and more! Holding a bachelor's degree in IT with a design specialization, I'm skilled at transforming ideas into standout solutions that strike the right balance between user needs and business goals.

I've worked with product companies, big and small design agencies, software houses and on my own freelance projects. From POCs and MVPs to full-scale products across platforms – TV, iPad, web, mobile, IoT, and more.

Hobbies

I'm passionate about photography and traveling, often combining both to capture unique moments and share them on my Instagram. Exploring new places and documenting their beauty allows me to stay creative and inspired.

Skills

Design: UI/UX, Mobile App Design, Web Design,

Wireframing, Usability Testing, UX Audits, Responsive Design, Prototyping, Design Systems

Tools: Figma, Photoshop, Illustrator, After Effects, Jira, Slack, Teams, Confluence, HotJar

Collaboration: Agile/Scrum, Cross-functional Teamwork, Developer Handoff, Stakeholder Communication, E2E Client Communication

Problem-Solving: Complex Logic Simplification, Information Architecture, Data-driven Decision Making

Soft Skills: Communication, Adaptability, Time Management, Attention to Detail

Languages

English: B2+

Polish: Native

Education

- Software Engineer, IT 2014 - 2017
Specialization in Design & Multimedia
Jan Dlugosz University

Experience

- Senior Product Designer 2023 - now
Open Loyalty

As a Senior Product Designer at Open Loyalty, a product company with a highly complex loyalty platform. I design and refine features that balance business needs with user experience. I conduct research, create high-fidelity UI designs, and simplify intricate platform logic. I maintain the design system, build prototypes, and collaborate with developers to ensure precise implementation. Additionally, I contribute to testing, validate designs pre-release, and support marketing in showcasing new features.

- UI/UX Designer 2021 - 2023
Spyrosoft Media (formerly Better Software Group)

As a UX/UI Designer at Better Software Group, I worked on international projects, designing VOD solutions for smart TVs, mobile and desktop applications, and web platforms. While primarily at BSG, I also contributed to projects within its specialized division, Better Soft Services, taking on diverse projects across industries from banking and lifestyle to healthcare and automotive. My role covered the full design process - from research and wireframing to prototyping and UI/UX design.

- UI/UX Designer 2017 - 2020
mInteractive / mDevelopers

At mDevelopers, a software house and creative agency, I designed and prototyped web and mobile applications, ensuring seamless and intuitive user experiences. I collaborated closely with developers (React Native, PHP, Frontend) and product teams to deliver high-quality digital products. My role included translating business requirements into user flows, wireframes, and interactive prototypes, conducting UX/UI audits, and creating animations and micro-interactions. Additionally, I handled graphic design needs for both client projects and internal branding. I maintained direct client communication, managing projects end-to-end for international businesses.

- Creative Graphic Designer Jan 2017 - Oct 2017
Manager Creative Agency

At this creative agency, I worked across multiple industries, designing and delivering outdoor campaigns, branding, and print materials for local businesses. My work ranged from large-scale billboards and city event branding to business identity design, including logos, stationery, and promotional gadgets. I prepared print-ready projects for various advertising formats, such as retail catalogues, real estate campaigns, and event materials like posters, tickets, and vehicle decals. I managed end-to-end client communication, collaborated with printing houses, and worked closely with the Events Department to ensure seamless execution.

- Freelancer 2014 - now
Self employed

Freelancing has always been a key part of my professional growth, allowing me to expand my skills and collaborate with clients worldwide. From designing apps to creating tailored digital solutions, I've worked on diverse projects that have enriched my expertise. Freelance work has also given me the opportunity to meet new people, build valuable connections, and grow my network.