



Pawel Malinowski Senior Product Designer 12+ years experience

Location: Warsaw, Poland, EU Timezone: GMT+1 (CET,CEST) Languages: English (C2), Polish Native

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Senior Product Designer & Problem Solver with **13+ years** designing innovative solutions across **AI, Medical, Fintech, and Marketing** sectors for both **B2B and B2C** markets. Expert on **AI interface UX patterns**.

With **UX/UI expertise** and **strong full-stack development skills**, I quickly **prototype, test, and validate** new ideas independently or collaboratively - such as the **AI automations builder at Zowie.ai, unlocking a \$3M+ upsell deal**. Experienced in **agile team leadership (2 years)**, cross-team collaboration, **UX research**, and **design system scaling**, full **product development cycle**. **Created own Figma plugin**. Key projects include award-winning AI products (**Ultimate.ai, Solvemate**), **OxygenBuilder (180K+ websites)**, and **Action! recorder (2M+ users)**.

Skills

Design: UX/UI Design, Design System, Figma, Axure RP, Webflow, Framer, After Effects, Illustrator, UX Research, Prototyping, Responsive Design, Accessibility Design, WCAG, Information Architecture, Data-driven Design, Mobile Design, User Journey

Programming and other: HTML/CSS, JS, TypeScript, ReactJS, NextJS, Chromium, Python, Ruby on Rails, PostgreSQL, MongoDB, Vercel, AWS, CI/CD, Github Actions, Agile, Kanban, Scrum, Roadmapping, Product Strategy, Decision-Making Frameworks (e.g., RICE), Stakeholder Management, Jira, Product Discovery, Hotjar, Amplitude, Mixpanel, Chameleon, Sprig

Experience

Zowie.ai: 02/2024 - Present, 1+ year, [Senior Product Designer](#)

- Built an **AI Copilot with ReactJS and LangChain (GPT-4o)** to automate tasks and navigation, **increasing CSAT by 8.4%** and **boosting new feature adoption by 11%**.
- Created a **no-code AI automations builder, unlocking an upsell deal worth \$3M+**.
- **Scaled the design system, reducing feature implementation time by 14%** and improving component reuse.
- **Developed an Atomic UX Repository**, cutting product development cycle time for **21%**
- **Designed and developed a desktop app** to reduce agent distractions, **improving SLA and increasing CSAT by 9.5%**.
- **Led customer interviews and research**, delivering reports that **improved CSAT and increased company revenue**.

Tools and technologies: Figma, FigJam, ReactJS, TypeScript, Python, LangChain, Amplitude, Jira, Hotjar, Chromium, Pytorch, AWS

Sierra Interactive: 09/2020 - 02/2024, 3.5 years, [Senior Product Designer](#)

- **Conducted UX research**, interviewed customers with actions and **increased CSAT for 13%**
- **Led the design process** for a Real Estate CRM SaaS platform, which helped the company **grow from a startup to one of the top players in the USA market with thousands of B2B clients**.
- **Designed high-performing IDX websites(WCAG 2.0)**, which according to public insights, **increased conversion rates on 26.5%**
- **Designed an advanced marketing automation module powered by AI**, which **increased clients' revenue by 12%**. The design process included conducting UX research, **creating user journeys**, and **conducting user interviews**.
- **Designed a mobile application for Android and iOS**, featuring one of the most advanced feature sets on the market. The app received **over 1,300 positive reviews, with an average rating of 4.8+**

Tools and technologies: Figma, Sketch, Amplitude, FigJam. ReactJS, Typescript, Jira, OpenAI API, Python

Ultimate.ai: 05/2018 - 09/2020, 2+ years, [Senior UX/UI Designer](#)

- **Created intuitive reporting dashboards and analytics interfaces**, enabling users to better understand customer interaction patterns and bot performance, **leading to a 16.5% reduction in response times**.
- **Developed a scripted bot-building module**, simplifying bot creation workflows and onboarding processes, **resulting in a 26.4% increase (acc. Mixpanel insights) in new customer adoption**.
- **Designed an AI bot creator tool**, integrating client data prompting to **enhance user efficiency and usability**, contributing to its **G2 Leader Award in three nominations**

Tools and technologies: Sketch, Mixpanel, Jira, VWO, AngularJS

Sterling Capital Brokers: 03/2017 - 05/2018, 1.2 years, [UX/UI Designer](#)

Sanofi SA: 02/2016 - 03/2017, 1+ year, [UX/UI Designer](#)

Tchibo: 02/2015 - 02/2016, 1+ year, [UX/UI Designer](#)

Deloitte: 01/2012 - 02/2015, 3+ year, [UX Designer](#)

Education

University of Warsaw, Warsaw, Poland - Master, 2013 - 2015
Computer Science and Econometrics

University of Warsaw, Warsaw, Poland - Bachelor, 2010 - 2013
Computer Science

Hobbies and Expertise

Passionate about active sports and hiking, always eager for new adventures and challenges. Previously a **member of the WebSummit Toptal team**, reviewing exceptional design talent and consulting entrepreneurs. Additionally **developed a Figma plugin** to streamline design system workflows, **volunteered as a mentor supporting junior designers**, and contributed to **open-source initiatives** such as a custom node for **ComfyUI**.

References

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Pawel brings great energy and innate curiosity to every project. While at Zowie, he initiated and owned end-to-end a number of initiatives that created tangible value for our users - for example, AI Spotlight.

He combines good discovery practices (user interviews, surveys, product analytics) with experience in UX. His development skills enabled him to lead conversations with developers very efficiently and identify tradeoffs. I highly recommend Pawel as a team player and highly skilled specialist.

Jeremi Jak

Head of Product @ Zowie.ai

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Pawel did a masterful job designing a complex B2B app that was built from the ground up.

They combine simplicity with functionality in a way that is still gaining praise from new customers after 18 months. I would highly recommend him!

Richard Forsythe

Lead Project Manager @ Sterling Brokers

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<https://ProductDesigner.Space>