Kasia Zawada

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Senior Product Designer

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PROFILE

I'm a senior product designer with **8 years in B2B software**: marketing automation at edrone, payments at Volt and AI tools for film and television at Flawless. I enjoy designing for people who know their field really well, so I watch how they work, test with them early and change things when they show me something doesn't work.

I'm looking for a senior product designer role, embedded in a team at a company that builds and grows its own software. I want to work closely with engineers, product managers and business stakeholders, from the first requirements to the release. I thrive in environments where I have significant ownership and decision-making responsibilities, using my expertise to improve user experiences and drive business results. Most of my work is on the web, and I'm happy to learn new platforms. I'm based in London, open to hybrid work, and I have a UK visa.

SKILLS

- Product design, UX and UI
- AI products and human-in-the-loop review of AI output
- User research, interviews and usability testing
- Workshops and facilitation
- User flows, journeys and information architecture
- Wireframes and prototyping, including prototypes in code with AI
- Design systems, design tokens and variables
- Competitive analysis

TOOLS

Design: Claude Design, Claude, Figma, Cursor, Adobe Photoshop, Illustrator, InDesign, Miro

Delivery: Jira, Confluence, Zeroheight, Productboard, Airtable

Analytics: Datadog, Hotjar, Smartlook, Google Analytics

LANGUAGES

Polish, native
English, business fluent

EXPERIENCE

Flawless

AUG 2025 TO OCT 2026

Assistive AI tools for film and TV, used by studios and streamers. Named one of TIME's 100 Most Influential Companies in 2025 and 2026.

Senior Product Designer

- Took key TrueSync features from 0 to 1, from first concept to release: exports, and workspaces with an admin portal
- Redesigned the review of AI output: reviewers watch a whole show once, flag what looks wrong and work only on the flagged shots. In internal tests, reviewing takes about 1/3 less time
- Designed the DeepEditor plugin for Avid Media Composer, released in August 2026 as part of Media Composer 2026.8, and tested it with artists who work in Avid every day
- Built Studio Grain, our own design system: variables and tokens in Figma, then in Claude Design, so designers and developers use the same values
- Prototype in code with Claude, from first idea to user testing and handover to developers
- Worked day to day with 4 product teams and people from across the company: editors, artists, VFX, producers, managers, and science and innovation teams, in London and Los Angeles
- Regular design critique sessions with the Head of Design and with contract designers, when they joined

Volt.io

APR 2023 TO APR 2025

Real-time account-to-account payments infrastructure for merchants worldwide.

Senior Product Designer JAN 2024 TO APR 2025

- Designed the accounts system for Volt's e-money licence and the 4-eyes check for sensitive actions
- Worked as an independent product designer with 4 engineering departments, product, marketing and merchant support

EDUCATION

JAN 2021 TO FEB 2022

AGH University of Science and Technology
Postgraduate degree, UX and Product Design

2015 TO 2017

Jagiellonian University
Master's degree, Editorship, major in designing publications

SPEAKING AND COACHING

- 2023, IT Fest speaker: What skills do you need to become a UX/UI designer from scratch?
- 2021, coach in the AWIEF programme for eCommerce development

STRENGTHS (CLIFTON)

Developer, Activator, Positivity, Individualization, Strategic

INTERESTS

Graphic design, music, photography, fashion, swimming and travelling

EXPERIENCE, CONTINUED

Volt.io, continued

Senior Product Designer, continued JAN 2024 TO APR 2025

- Led the platform team: built and maintained the design system, which grew to 176 components, and shared it across the engineering departments
- Led the UX meetings where the team discussed the direction of the application
- Ran research, workshops and interviews with users, tested prototypes and flows, and supervised the implementation

Senior UX/UI Designer APR 2023 TO JAN 2024

- Worked in a design team of 3 product designers, closely with 1 engineering department
- Created and maintained the design system, mock-ups, prototypes and interaction scenarios

edrone

OCT 2018 TO FEB 2023

Marketing automation for eCommerce, used by thousands of online shops.

Senior Product Designer OCT 2022 TO FEB 2023

- Designed Custom Flows from 0 to 1, a builder for customers' own automations. Churn went down by a few percent after the release
- Ran projects from the product side: requirements, final scope and the schedule for the whole team
- Organised meetings with stakeholders and the team, and gathered and analysed feedback from users

Product Designer JUN 2021 TO OCT 2022

- Designed the onsite elements creator and dashboards, working closely with the whole engineering department
- Worked with the R&D team on AVA mobile voice search, a project funded by a grant from The National Centre for Research and Development
- Ran research, workshops and interviews with clients and with our internal support team, who used the product every day
- Ran the "edrone UX/UI" meetings about changes to the design system, and maintained the system

Graphic and UX/UI Designer OCT 2018 TO JUN 2021

- Created brand and campaign materials, print and digital, and key visuals for events and the eCommerce Fair
- Designed my first product features: research, high fidelity mock-ups, testing and checking the implementation with developers

Transitoo, freelance

JUN 2019 TO NOV 2020

A communication platform for people who live, work or study abroad, or travel often around Europe.

Product Designer

- Gathered business needs and requirements, analysed the market and set the scope
- Designed the whole web app for desktop and mobile, from research to usability testing and checking the implementation
- Created the brand: logotype, visual identity and marketing materials