

Weronika Pawełczyk

Product Designer

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Poland | Remote / Hybrid

PROFESSIONAL SUMMARY

Product Designer for SaaS and marketplace products. I run discovery and usability research, design with accessibility built in from the very beginning, and keep design and development as close as possible. AI runs through the work, from research to handoff

SKILLS

Design: Figma (Variables, Modes, Auto Layout, Dev Mode, plugin API), wireframing, prototyping, user flows, information architecture, forms and data tables, design systems, design tokens, component documentation, responsive and mobile-first design, motion design

Research: user interviews (IDI), usability testing, heuristic evaluation, competitor analysis, in-product surveys, SUS, NPS, Hotjar, Google Analytics (GA4), Microsoft Clarity, PostHog

Accessibility and compliance: WCAG 2.2 AA, European Accessibility Act (EAA), EU Omnibus Directive, accessibility audits

Technical: HTML, CSS, React, Next.js, Tailwind CSS, shadcn/ui, Storybook, Remotion, Git, Claude Code, Cursor, MCP

Tools: Figma, Adobe, Webflow, Framer, Miro, Zapier, Make

Process: Jira, Notion, user stories, design QA, developer handoff, cross-functional collaboration, stakeholder communication

PROFESSIONAL EXPERIENCE

Foodango | Catering marketplace, B2B and B2C | Poland

Product Designer | 2025 - Present

Case study: weronikapawelczyk.me/work/foodango

- Owned design end to end across web and the mobile app: discovery, wireframes, prototypes and high-fidelity UI, handed over as a Figma file with flow maps, screen states and Dev Mode annotations
- Designed the B2B back office where partners set up their profile and product variants themselves. Onboarding went **from up to 7 days of manual work to same-day**
- Built and maintained the design system: components with defined properties, variants and states, and Figma variables mapped to the codebase (React, Tailwind, shadcn/ui) so **a token carries one name in design and code**
- Documented every component on its own page: usage rules, **accessibility requirements mapped to WCAG criteria**, dimensions, tokens, patterns and anti-patterns
- Ran research before and after release: competitor analysis, desk research (Baymard, Nielsen Norman Group), Hotjar recordings, IDI, SUS and NPS
- Designed the flows that grow order value: add-ons alongside a diet order, and a coupon view where customers see every discount available and activate it in one tap, with no code to find or type
- Redesigned the flows to prevent mistakes when customers change a placed order: address and delivery date
- Reworked listing cards and filters to make offers easier to compare: what each card shows and how filtering behaves

Mr Rackables | Design system | United States

Product Designer | 2025 - 2026

Case study: weronikapawelczyk.me/work/mr-rackables

- Continued building a design system that **went from serving one product to several**: semantic tokens, responsive type scale and spacing
- Automated responsive behaviour with Figma Variables and Modes, switching a full desktop and mobile layout in one click
- Benchmarked established design systems to work out the best naming convention for the tokens, then reworked the structure around it
- Redesigned the chatbot as one continuous flow, which surfaced **4 states and edge cases** the existing screens were missing

- Rebuilt components in Auto Layout so they hold up when real content stretches them

Lek24 | Pharmacy e-commerce to marketplace | Poland

Product Designer | 2023 - 2025

Case study: weronikapawelczyk.me/work/mollo

- Led the replatform from e-commerce to marketplace on a site with **160,000+ monthly organic visits**, working cross-functionally with product, CMS and legal stakeholders
- Restructured the information architecture for the marketplace model: category structure, search, filtering, seller pages, cart and user profile
- Designed the flow from picking to shipping with the warehouse manager and developers, in **two contexts**: Zebra handhelds for pickers, desktop views for sorting and packing, plus the picking route logic
- Owned both Figma files for the platform, the design system and the product file, and ran design QA on every release
- Designed the product discounting system in the back office to meet the **EU Omnibus Directive**: price markdowns, multi-buy offers, and the lowest 30-day price shown wherever a discount appears
- Designed the content management module for the homepage and category pages, and the blocks the team builds them with

Placester | Real estate SaaS | United States

Junior UX/UI Designer | 2022 - 2023

- Designed and built custom websites for US real estate agents and agencies, from layout to live site, tested across devices and browsers
- Proposed new components for the platform based on the patterns that kept repeating across client sites

PROJECTS

Design tooling and automation

2025 - Present

- Wrote my design standards as machine-readable rules: naming conventions, flow patterns, state checklists, component documentation and ticket format, so output holds whoever produces it
- Wired a toolchain from open source: MCP servers for Figma and Jira, plugins and agent packs, connecting the design file, the backlog and the repo
- Drew flow maps in Figma through the plugin API, cutting a day of manual diagramming to minutes
- Built motion as code with Remotion and React, so an animation ships as a component, not a video a developer has to rebuild
- Built and deployed my portfolio in Next.js, Tailwind and Vercel

EDUCATION

Academy of Fine Arts, Katowice | Design studies | 2021 - 2022

Silesian University of Technology, Katowice | Production Engineering and Management with Design

CERTIFICATIONS AND COURSES

- Into Design Systems Conference | 2025
- NoCode Makers, DareIT | 2024
- UX Course with Wojtek Kutyla, Learn Design | 2024
- Design Thinking, CRC ING Hub | 2023
- Digital Designer, UI/UX course with Tom Biskup | 2022
- Foundations of UX Design, Google | 2022

LANGUAGES

Polish - native | English - C1 (Cambridge CAE, 2023) | German - A1 | Norwegian - A1