magdalena piwowar

senior product designer - cracow, poland

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summary

Senior Product Designer with 7+ years of experience in UX and product design, including complex enterprise software for the airline industry and IoT. Specializes in translating operational workflows, business rules and data-intensive systems into clear, scalable product experiences. Experienced across the full product design lifecycle, from discovery and research through prototyping and delivery, in close collaboration with product and engineering teams.

work experience

FLYR

senior product designer

december 2022 – present

· went from regular position to senior
· designing enterprise software for the airline industry
· own selected product areas end-to-end, from discovery and workflow definition through prototyping, validation and delivery
· design data-rich operational workflows
· turn complex business rules, system constraints and interconnected product capabilities into clear, usable interfaces
· work closely with product managers and engineers to shape solutions that balance user needs, operational requirements and technical feasibility
· conduct user research and validate features directly with end users, including on-site research with airline teams
· collaborate continuously with customer-facing teams
· contributed to building and launching a live enterprise product for a new airline from the ground up
· earlier in the role, designed workflows and interfaces for airline revenue-management teams working with complex pricing and commercial decisions
· made data-rich information and system recommendations easier to understand and act on by designing clear user flows, interaction patterns and interfaces in close collaboration with product and engineering teams

COMARCH

ux design team lead IoT & mentor

july 2022 – december 2022

· led an international team of 10 UX/UI and Product Designers in the IoT department
· supported recruitment, onboarding, goal setting and development of designers and trainees
· set design standards and working practices for the IoT department, and facilitated regular design reviews and one-to-one meetings
· conducted UX workshops and internal training sessions, and contributed to service-design and usability-testing activities
· reviewed web and mobile designs and partnered with research, product management, sales, consulting, marketing, QA and engineering teams

education

AGH University of Science and Technology
User Experience & Product Design
Diploma with distinction
2019 - 2020

Pedagogical University of Cracow
Art & Design - Master Degree
2017 - 2019

Pedagogical University of Cracow
Digital Design - Bachelor Degree
2014 - 2017

workshops & certificates

AI Product Heroes
Certificate
2026

Vitaly Friedman | WaysConf
Making complex systems easy to use - state of UX 2024 - workshops
2024

DConcept
Leadership Academy - certificate
2022

UX Upgrade
UX Metrics - certificate
2021

Sector 3.0
UX Designer - voluntary
2020

Comarch
Availability of websites and mobile applications according to WCAG guidelines - certificate
2020

COMARCH

ux/ui designer & mentor april 2022 – june 2022

- supporting Junior UX/UI Designers
- supporting HR processes
- setting SMART goals
- mentoring UX/UI Trainees
- taking care of development of UX/UI Trainees and Junior UX/UI Designers
- organising regular 1:1 meetings and UX/UI statuses
- managing UX/UI tasks and priorities
- reviewing UX/UI designs (mobile and web apps)
- others mentioned below

COMARCH

ux/ui designer july 2021– march 2022

- designing user-centered and advanced UX/UI solutions for web and mobile services
- managing UX processes
- co-creating products vision
- developing wireframes, flowcharts, design specifications and documentation
- working closely with the development and business teams
- working with external clients
- creating UI designs based on Comarch Design System
- developing user stories and journeys
- co-creating requirements based on Discovery Processes with Product Discovery Team
- UX research: surveys, interviews, usability testing
- supervising the dev implementation
- working in Scrum

COMARCH

junior ux/ui designer december 2019 – june 2021

- designing digital solutions for web and mobile applications
- designing in-car infotainment applications for leading automotive brands
- designing Voice User Interface for Amazon Alexa
- developing wireframes, flowcharts, working prototypes,
- design specifications and documentation
- developing user stories and journeys
- designing UI
- cooperation with development team
- testing solutions implemented on products on UX/UI side
- business analysis
- creating user flow
- working with abroad clients

GALERIA LUELUE

graphic & ux/ui designer december 2017– june 2019

- conducting UX audits & UI design
- working closely with the art directos, copywriters and web developers

capabilities

skills

AI-assisted research

AI-assisted document analysis

AI-workflow automation

AI output evaluation & verification

end-to-end product design

enterprise and B2B product design

user research and usability testing

product discovery

data-rich interface design

accessibility and inclusive design

agile and Scrum

stakeholder management

team leadership and mentoring

workshop facilitation

service design

tools

design

figma · sketch · creative cloud

prototype

figma · axure · lovable · codex · vs code

workflow

figjam · notion · chatGPT · claude · obsidian

personal

collaborative

detail-oriented

process driven

team player

continuous learner

language

polish - native

english - fluent, full professional proficiency