



Wojtek Staszczuk

SENIOR PRODUCT DESIGNER

DETAILS

Warsaw, Poland

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LINKS

[Portfolio](#)

[LinkedIn](#)

SKILLS

- Product Discovery & Hypothesis-Driven Design
- UX Research & Evidence Synthesis
- User Research & Continuous Product Discovery
- Systems Thinking & Information Architecture
- High-Fidelity Design & Rapid Prototyping
- Cross-Functional Collaboration & Communication
- Design Systems & Scalable Patterns
- Workshop Facilitation & Team Alignment
- Product Strategy & KPI-Driven Decision Making
- Process & Culture Design
- AI-Assisted Design Across the Product Lifecycle
- Building AI Workflows, Skills & Tooling (Claude Code · Git)

LANGUAGES

Polish

English

Profile

I am a Senior Product Designer with 12+ years building and shipping end-to-end digital products across fintech, B2B SaaS, and regulated enterprise. I take products from the first problem to launch - simplifying complex workflows, improving onboarding and operational experiences, and turning ambiguity into clear product decisions. I combine systems thinking with close engineering collaboration, and I bring AI into the process deliberately, across the whole arc - research and synthesis, interviews and their analysis, ideation, definition, prototyping, and delivery. I adopt it only where it measurably improves the work, judging the tools by their outcome rather than the hype. The speed of the tools changes; the need for judgment, context, and craft does not.

Work Experience

Senior Product Designer, Netguru

APRIL 2025 - PRESENT

- Own the LP Portal and LP Admin experience for a fintech investor platform, turning dense regulatory requirements (KYC, AML, FATCA/CRS, MiFID II) into clear onboarding journeys for Natural Person and Legal Entity investors.
- Simplified complex nominee, beneficiary, and compliance workflows into a single source of truth across platform and portal, defining logic and review states with product, business, and engineering partners.
- Build high-fidelity, functional prototypes with AI-assisted coding (Claude Code) for client and internal work - turning complex flows into interactive, testable prototypes.
- Shape how AI fits the design process at team level - defining repeatable prototyping workflows and reusable skills for Claude Code, versioning in Git, and connecting prototypes back to the design system.

Product Design & Strategy | Founder, 80/20 Design

APRIL 2023 - PRESENT

- Build small products, tools, and workflows end-to-end to test where AI genuinely fits product design - going well beyond prototyping. Recent builds: ClaudeUsage (a native macOS app tracking Claude token usage and context health), a custom Claude Code skill that routes design work through a gated, critique-first process, and automated pipelines that gather research into a structured knowledge base.
- Work in a real engineering setup - versioning in Git/GitHub and orchestrating Claude, Claude Code, and Claude Design across research, prototyping, and delivery - staying deliberately critical and measuring whether AI actually improves the work rather than trusting the hype.
- Publish essays under "Writings" on 8020d.com, turning each experiment into concrete lessons on what AI-assisted product design can and can't do yet - writing to learn from the work, not just to market it.
- Designed enterprise B2B products across logistics and supply chain, simplifying dense operational tools into clear, efficient workflows.
- Consulted startups on UX and product strategy, and facilitated discovery and UX workshops that turn ambiguity into shared direction.

Senior Product Designer in Fintech, Housecall Pro

DEC 2021 - MAY 2023

- Led the UX/UI design and successful Mobile Check Deposit feature launch, generating \$500,000 GMV in the first month.
- Conducted extensive user research and iterative testing, refining user flows and interface usability.
- Led the creation of design systems, improving product scalability and UI consistency across applications.
- Worked closely with product managers, engineers, and stakeholders to align UX with company strategy.
- Worked closely with financial stakeholders and compliance teams to meet banking security requirements.

Senior UX Designer, Bank Pekao S.A.

JAN 2021 - DEC 2021

- Designed financial and B2B transaction interfaces, streamlining complex financial workflows.
- Developed financial dashboards and reporting tools, improving customer experience in trade finance and lending.
- Improved UX using data-driven insights, enhancing client satisfaction and usability.

Product Team Leader / Senior UX Designer, Sotrender

FEB 2018 - JAN 2021

- Designed data-driven analytics tools for enterprise clients, enhancing decision-making capabilities.
- Managed and mentored a team of designers, fostering skill development and collaboration.
- Led design workshops and product ideation sessions, aligning UX strategy with business objectives.
- Led UX research, usability testing, and iteration cycles based on behavioral insights.

Other Roles in UX & Product Design

- *UX Designer* | Iconaris (2016-2018)
- *UX Designer* | Softwaremansion (2015-2016)
- *Junior UX Designer* | Iconaris (2014)

Education

Postgraduate Studies in Service Design, SWPS University, Warsaw

2016 - 2017

Master's degree in Digital Resources Design, AGH University of Science and Technology, Kraków

2012 - 2014

Courses

Google UX Design Certificate, Google

2025

Computer Science & Engineering Foundations, Harvard University

2025

Machine Learning, Deep Learning & Generative AI, Stanford University

2025

Ethics of Artificial Intelligence, Politecnico di Milano

2025

Critical Thinking: A Brain-Based Guide for the ChatGPT Era Specialization, Deep Teaching Solutions

2025

Google AI Essentials Specialization, Google

2025

Introduction to Psychology, Yale

2025