

— SENIOR PRODUCT DESIGNER

Andżelika Cudzich

Kraków, Poland



PORTFOLIO

acudzich.com

PHONE

[+48 600 539 056](tel:+48600539056)

LINKEDIN

linkedin.com/in/acudzich

EMAIL

banachandzelika@gmail.com

— PROFESSIONAL SUMMARY

Senior Product Designer with a front-end background and **10 years of experience** in digital products. I specialize in designing complex workflows, enterprise-like systems and internal tools for B2B, pharma and healthcare-related environments. My strength is turning product complexity into clear, structured and usable experiences that balance user needs, business goals and implementation realities.

I work across discovery, UX research, workflow analysis, interaction design, high-fidelity UI and prototype validation. I like working close to the problem: understanding business rules, mapping dependencies, identifying friction points and shaping solutions that are clear for users and realistic for development teams.

My front-end background helps me design beyond static screens with attention to states, components, validation logic, edge cases, responsive behavior and handoff quality. This makes my work more precise, scalable and easier to discuss with developers, analysts and stakeholders.

— EXPERIENCE

Senior Product Designer

FarmaProm | Jun 2022 – Present

Designing and improving digital products for pharma and healthcare-related environments, including internal systems, CRM-like tools, ordering workflows and applications used by multiple user groups. My work focuses on simplifying complex processes, structuring product logic, improving usability and designing scalable interfaces that balance user needs, business goals and implementation constraints.

Key responsibilities and contributions:

- Leading end-to-end product design activities from understanding requirements and workflow analysis to interface design, prototyping and validation
- AI Assistant and onboarding: designing guidance, onboarding and interaction patterns for an AI-supported product experience.
- Navigation and system communication: improving menu structures, notification patterns and product clarity across complex environments.
- Forms, tables and operational workflows: structuring dense information, actions, states and edge cases into clearer product experiences.

Selected project areas

- Order workflows and reusable templates: simplifying complex ordering processes, mapping logic, validation states and reusable workflow patterns.
- Designing and improving complex processes involving multiple user roles, permissions, dependencies and business rules
- Translating business requirements into structured user flows and scalable interaction patterns
- Working closely with analysts, developers and stakeholders
- Facilitating discussions around product requirements, workflows and implementation feasibility
- Designing high-fidelity interfaces and interactive prototypes
- Identifying friction points and opportunities for improving efficiency within existing workflows
- Creating reusable UI patterns and maintaining consistency across products and features
- Conducting internal validation and gathering qualitative feedback to iterate on solutions
- Collaborating regularly with development teams during reviews and implementation phases to ensure design quality and feasibility

UX/UI Designer

FarmaProm | Jul 2021 – Jun 2022

Worked on UX and UI design for pharma-related digital products, supporting product improvements across internal systems, workflow-based applications and business tools used by different user groups. My work included analysing requirements, designing user flows, preparing wireframes and high-fidelity interfaces, and collaborating with analysts, developers and stakeholders during design and implementation discussions.

This role helped me build deeper domain knowledge around complex pharma product environments and became the foundation for my later senior product design responsibilities.

UX/UI Designer

eq system | May 2021 – Jul 2021

Designing UX and UI for digital products and business applications, supporting product improvements, interface design and collaboration with development teams.

Key responsibilities and contributions:

- Designing interfaces and user flows for web-based products
- Creating wireframes and UI concepts
- Collaborating with developers and stakeholders

UX/UI Designer

FreshMail | May 2019 – May 2021

Designed and improved product experiences for email marketing and marketing automation platforms, focusing on usability, workflow clarity and scalable interface patterns.

Key responsibilities and contributions:

- Designed user flows, wireframes, high-fidelity interfaces and prototypes for product features and improvements
- Improved existing workflows by identifying usability issues and interaction pain points
- Collaborated with product and development teams to understand user needs, business goals
- Designed reusable components and supported design consistency across product areas
- Supported product evolution through iterative design and feedback cycles

Front-end Developer

FreshMail | June 2017 – May 2021

Developed and maintained web applications and customer-facing interfaces. This experience became a strong foundation for my product design work and helped me understand how products behave beyond static screens.

Key responsibilities and contributions:

- Developed product interfaces using React, Angular, JavaScript, HTML and CSS
- Implemented UI components, product features and responsive layouts
- Worked with reusable components and structured front-end architecture
- Collaborated with designers and product teams to translate concepts into working experiences
- Participated in feature planning and implementation discussions

Junior Front-end Developer

FreshView | Feb 2017 – June 2017

Created and maintained WordPress-based websites based on graphic designs, with attention to responsive implementation and client communication.

- Implemented responsive layouts and website sections
- Maintained existing websites and supported client-requested updates

Junior Front-end Developer

KajWare | June 2016 – Jan 2017

Supported the creation and maintenance of WordPress-based websites, including content updates, layout implementation and basic front-end fixes.

- Built and updated WordPress-based website sections
- Supported content changes, maintenance tasks and basic front-end fixes

— CORE SKILLS

Product Discovery & Problem Framing

Understanding business goals, user needs, product context and workflow complexity before moving into solutions. Experience in requirement analysis, problem framing, workflow mapping, stakeholder discussions, competitor analysis and translating findings into actionable product decisions.

UX Research & Validation

Planning and conducting qualitative research, internal user interviews, usability testing and prototype validation. Synthesizing feedback, identifying friction points, validating assumptions and iterating on product direction before implementation.

Complex Workflows & Enterprise UX

Designing for B2B products, pharma systems, CRM-like tools and internal applications with complex processes, roles, permissions, business rules and data-heavy interfaces. Focused on simplifying complexity into clearer flows, decisions and interface structures.

UX/UI & Interaction Design

Creating user flows, information architecture, wireframes, high-fidelity interfaces and interactive prototypes. Designing with attention to usability, visual quality, consistency, accessibility basics and scalable interface patterns.

Product Thinking & Decision Making

Balancing user needs, business goals and technical constraints. Supporting MVP thinking, prioritizing product decisions, clarifying trade-offs and helping teams move from unclear requirements to concrete solution directions.

Design Systems & Front-end Awareness

Designing reusable components, UI patterns, interaction rules, states, validations and edge cases. Front-end background helps me create more realistic, scalable and implementation-aware solutions.

AI-Assisted Workflow & Rapid Prototyping

Using AI tools to support research synthesis, explore solution variants, structure product flows and quickly move from requirements to testable prototypes. AI supports the workflow, while design decisions are based on product logic, user needs and feedback.

Collaboration & Delivery

Working closely with developers, analysts, product owners and stakeholders throughout the product lifecycle. Strong focus on visual communication, design reviews, handoff clarity, implementation feasibility and collaborative decision-making.

— TOOLS

Design & prototyping

Figma, FigJam, interactive prototypes, design systems, component libraries

Research & synthesis

Dovetail, Miro, FigJam, qualitative feedback synthesis, usability test notes

Product & documentation

Jira, Confluence, user flows, product requirements, design documentation

AI-assisted workflow

Claude, ChatGPT, v0 - research synthesis, flow exploration, prototype support, content structuring

Analytics / data

Google Analytics, Hotjar

Technical background

Git, GitHub, VS Code, HTML, CSS, JavaScript, React, Angular