

Wojciech Hupert

Senior Product Designer

Complex SaaS · Design systems · AI-powered products

Berlin, Germany · EU citizen (Polish) · No sponsorship required in Germany/EU

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SUMMARY

15+ years across product, UX and visual design, with a focus on complex SaaS, fintech and media products. Turns demanding workflows into clear interfaces and scalable design systems. Brings hands-on ownership from research and prototyping through implementation, with experience modernizing established platforms, designing AI-powered features and mentoring designers.

CORE EXPERTISE

Product Design – End-to-end UX, interaction design, information architecture, enterprise dashboards, user research, usability testing, responsive design and prototyping.

Systems & Delivery – Design-system architecture, component libraries, Figma variables, accessibility, stakeholder alignment and product-engineering collaboration.

Tools & Technology – Figma, Adobe Creative Suite, Principle, ProtoPie, Webflow; AI-assisted design workflows; HTML, CSS and JavaScript (working knowledge).

EXPERIENCE

Podigee – Product Designer

Nov 2023–Apr 2026 · Berlin, Germany

- Led a **10-month** design-system modernization, replacing a decade-old interface with **80+ reusable components** and documented states and dependencies for consistent implementation.
- Designed and launched **AI-powered SEO Insights** to help podcasters evaluate and improve their content, extending the product beyond hosting, distribution and analytics.
- Simplified publishing and analytics workflows by reducing visual noise, making key features easier to find and retiring underperforming functionality based on research.
- Owned concepts, wireframes and high-fidelity prototypes through implementation, partnering with product and engineering to resolve user needs, business priorities and technical constraints.
- Used customer feedback to refine workflows and created tutorials and animations to support adoption of the redesigned platform.

FNZ Group – User Experience Designer

Oct 2022–Aug 2023 · Berlin, Germany

- Redesigned mobile and desktop identity-verification journeys, clarifying guidance and feedback at each step to address friction in regulated customer onboarding.
- Designed compliance-review interfaces for managing verification records, translating operational needs and stakeholder requirements into clear review workflows.
- Translated complex KYC workflows into Figma wireframes, interactive prototypes and developer specifications, meeting WCAG accessibility standards.

CareerFoundry – UX/UI Design Mentor

Jun 2014–Oct 2021 · Remote

- Mentored career-transition students through one-to-one sessions, assignment reviews and portfolio development, helping them move into professional design roles.
- Connected UX research and interaction-design concepts with practical workplace experience; contributed to curriculum improvements based on student feedback and industry needs.

EXPERIENCE · CONTINUED

Blockchain ventures – UX/UI Designer

Jul 2015–May 2018 · Berlin, Germany

- Designed and launched **three products** across ascribe, BigchainDB, Ocean Protocol and IPDB Foundation, partnering directly with founders to translate technical visions into usable interfaces.
- Developed pitch decks, product demos and investor materials with leadership, supporting fundraising by making technical innovation and product value understandable.
- Made digital ownership and decentralized technology easier to understand through information architecture, interface design and clear visual communication.
- Established brand guidelines, conducted user research and testing, and facilitated cross-functional workshops to validate concepts and align product direction.

Jobspotting – UX/UI Designer

Sep 2014–Jul 2015 · Berlin, Germany

- Designed two major iterations of the web application to improve job discovery; established the first visual style guide and design system to keep the growing product consistent.
- Conducted user testing to validate design decisions and understand job-seeker behavior.

EARLIER CAREER

Various clients – Freelance Designer

2006–2023 · Concurrent during parts of this period

UX/UI, web design, branding and print projects across industries.

Messenger Publications – DTP Designer

2011–2013 · Dublin

Magazine layout and WordPress work.

Tek Translations / Eurotext Translations – DTP Manager

2006–2009 · Madrid / Dublin

Multilingual publication design, quality control, project coordination and team training.

ICON Clinical Research – Technical Writer

2005–2006 · Dublin

Medical case-report form design and compliance.

EDUCATION

Higher National Diploma, Commercial and Advertising Art
Policealne Studium Reklamy, Poland | 2000–2001

LANGUAGES

Polish – native | English – fluent | German – elementary