

# Dominika HAAS

Product Design Lead - from the physical object to the digital interface, building a visual language that makes both feel like one.

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Paris, France

## CORE EXPERTISE

### Product Design & UX/UI

- Interaction systems, design language definition, component libraries
- End-to-end UX flows, UI guidelines, usability optimization
- Multi-device experience consistency (mobile, IoT, web)

### Product Strategy & Leadership

- Defining product vision, design direction, and narrative
- Cross-functional alignment with PM, engineering, R&D, suppliers
- Roadmaps, prioritization, design quality control

### Industrial Design & CMF

- 3D development with engineering teams in China
- Manufacturing feasibility, prototyping, supplier alignment
- Color, material & finish strategy for brand identity

### Execution & Delivery

- Concept → wireframes → prototypes → spec handoff
- Design storytelling for executive buy-in
- Launch support with marketing & branding teams

## EDUCATION

**La Passerelle** Paris 2023  
UX/UI Design

**UAL Central Saint Martins** London 2020  
Sustainable Design

**Academy of Fine Arts** Poland 2010  
Master in Industrial Design

**Design Academy Eindhoven** Holland 2009  
Product Design

## LANGUAGES

Polish (Native)  
English (Fluent)  
French (Fluent)

## RECOGNITIONS

1st Place — National Design Competition, PL  
3rd Place — Allegro Competition, Poland  
Exhibited — Salone Satellite, Milan

## BEYOND DESIGN

Bachelor's Degree in Violin & Piano  
Freelance illustrations for L'Atelier BNP Paribas

## WORK EXPERIENCE

### Design & UX/UI Project Manager (Design Lead)

MobiWire Group

Paris-China | 2025-Present

Progressive responsibility: Industrial Designer (2011) → UX/UI Designer (2019) → Design & UX/UI Project Manager (Design Lead) (2024)

- **Design Leadership:** Leading a 3-person UX/UI design team across France and China, bridging hardware manufacturing with SaaS product design — including a fintech payment application and a browser-based CPE management platform — in collaboration with a development team in Croatia.
- **Industrial Design:** Owning hardware product design end-to-end — from concept and 3D development to prototyping and mass production — in direct collaboration with engineers, suppliers, and quality teams in China.
- **Cross-functional Alignment:** Driving product excellence through daily collaboration with PMs, Mechanical Engineering, Quality Team, and Suppliers in China and Croatia.

**Impact:** Actively expanding MobiWire's design scope — from hardware-only to integrated hardware + digital services. Leading design across payment and connected platform segments, while building the UX/UI team structure and processes from the ground up — growing from 0 to a 3-person cross-continental team.

### Industrial Design → UX/UI Product Designer

MobiWire

Paris-China | 2019-2024

Joined MobiWire as the company's first designer and helped establish internal design processes across hardware and UI ecosystems.

#### 2011–2019: Industrial Designer

- Led product development across concept, 3D data, prototyping, and industrialization.
- Collaborated with engineering to secure feasibility and maintain design intent.
- Coordinated directly with China suppliers on tooling, quality, and production readiness.
- Built CMF strategies and visual direction for multiple product lines.
- Supported marketing, branding, and launch materials with clear design storytelling.

#### 2019–2024: Expanded into UX/UI Product Design

- Created mobile OS UX/UI from concept to final product, launched under the MobiWire brand.
- Redesigned UI/UX for an international telecom client to modernize product identity.
- Coordinated with developers to ensure accurate design implementation.
- Delivered full design cycles: concept → wireframes → assets → dev handoff.

**Impact:** Successfully delivered 80+ smartphones, feature phones, and IoT products to mass production, while independently expanding MobiWire's design scope into UX/UI — designing the company's first SaaS platform and leading fintech payment application, now in active development.

### Product Designer

Manuel Saez Studio

New York | 2010-2011

Full-cycle product design for US office brands including Umbra and CB2 — market analysis, sketching, 3D modeling, and concept presentations.