

Paulina Szatanik-Wierzynski

www.uxpaulina.online

Over 14 years of experience scaling design across complex product portfolios — from a 45-country redesign to 4 designers supporting 7 teams through AI-augmented systems. Deep in AI—not as a trend, but as infrastructure for how product teams work.

Experience

August 2025 - Present / Berlin, DE

Lead Product Designer/ Testo

Lead design across three product lines: Saveris Cloud (HVAC/R monitoring), Smart Connect (web platform extending Smart App into cloud and paid licensing), and cross-product design system. Own design system strategy for 7 teams with 4 designers—automated token pipeline, pre-handoff accessibility validation, AI queryable governance. Testing AI-assisted prototyping to validate design decisions in code before committing engineering resources.

January 2023 - August 2025 (2 years 9 months) / Berlin, DE

Senior Product Designer/ Testo

Led food safety platform redesign across 45 countries—co-developed with the anchor client, won 2 new enterprise accounts via referral, usability scores from C to A. Ran 15-user research sprint defining Smart Connect's MWP scope, cutting stakeholder decisions from 3 weeks to one. Drove products unification strategy across company.

January 2019 - January 2023 (4 years 1 month) / Berlin, DE

Product Designer/ Testo

As a Product Designer, I've balanced user needs with business goals. I played a key role in shaping various product features, focusing on enhancing usability for food and retail solutions. I led the redesign and optimization of a widely used mobile app for major restaurant and retail chains. My mission is to conduct research, foster collaboration, and create impactful designs. In the realm of UX for IoT, I've teamed up with cross-functional experts to bring ideas to fruition.

March 2017 - December 2018 (1 year 10 months) / Berlin, DE

Product Designer/ Advertima Vision AG

Simplified AI-Driven Retail Tech: I translated computer vision + AI capabilities into usable interfaces for retail and advertising clients.

Design Analytics: Designed clear real-time analytics & insights dashboards, helping businesses make data-driven decisions.

Bridged AI & UX: Worked with AI engineers & product teams to humanize machine-learning-powered user experiences.

Drove Adoption: Helped increase user engagement by making technical AI tools intuitive for non-technical retail users.

CONTACT

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EDUCATION

January 2024 - March 2024

Stanford University

Transforming the User Experience through Artificial Intelligence

2008 - 2014

Academy of fine Arts and Design in Katowice

Master of Arts - MA, Design & New Media -

Guest critic, Academy of Fine Arts, 2018–2022

Selected for 8 international exhibitions (2013–2015) including Bratislava Design Week, AGRAFA Biennial

2008 - 2011

Academy of fine Arts and Design in Katowice

Bachelor of Arts - BA, Graphic Techniques

CERTIFICATIONS

- XDGT210 - Transforming the User Experience through Artificial Intelligence
- UX Strategy Fundamentals
- How To Design for Accessibility: for UX Designers (WCAG 2.2)

March 2016 - March 2017 (1 year 1 month) / Berlin, DE

UX/UI Designer/ SumUp

I've collaborated with other designers, product managers, owners, and developers to design for various touchpoints in platforms, including websites, mobile apps (iOS and Android), integrations, and merchant web apps. I've also been involved in rebranding efforts.

September 2014 - October 2015 (1 year 2 months) / Katowice, PL

Junior UX Designer/ eSky.pl S.A.

Collaborating with product managers and designers, this role focuses on defining and optimizing information architectures and interaction concepts for eSKY websites, side projects, and applications. Responsibilities include developing user personas, creating wireframes, and producing high-fidelity prototypes, as well as participating in usability testing and conducting user interviews for insights.

September 2012 - January 2014 (1 year 5 months) / Gliwice, PL

Mobile Designer/ Grupa SPOT

Design and wireframe mobile apps
Work closely with Product Managers and Developers

July 2011 - September 2012 (1 year 3 months) / Gliwice, PL

Web Designer / Grupa SPOT

Design and wireframe websites
Work closely with Product Managers and Developers



LANGUAGES

Polish	Native
English	Full Professional
German	Professional Working

SOCIAL

www.linkedin.com/in/paulina-szatanik-wierzynski