Toma Andrushchak

Senior Product Designer

Warsaw, Poland
tomaforwork@gmail.com · toma-andrushchak.com · linkedin.com/in/toma-andrushchak

Summary

Senior Product Designer with 5+ years of experience making complex products simple, across AI tools, B2B SaaS and consumer apps for web and mobile. I usually own a product's design end to end, often as the only designer on the team, and work closely with PMs, engineers and founders. I design AI features with LLM engineers, build design systems and prototype in code with Claude Code. Products I have worked on are used by teams at Verizon and Burger King and by 10M+ consumers.

Experience

IntellectEU

Jul 2026 – Present

Senior Product Designer

Fintech company building payment and digital asset platforms for banks.

- Set the architecture of the **CatalyX design system**: one Core library plus product libraries on a shared token foundation, so **9 products** grow from one base.
- Connected the system to code: synced components with **GitLab** using **Claude Code**, so the team prototypes with real components instead of mockups.
- Designed **Blockchain Manager** and **Package Manager** on top of the system; both launched in Oct 2026.
- Designed a new **Data Marketplace** as the only designer, for a major financial infrastructure client, from concept to launch.

Fireart Studio

Dec 2021 – Jun 2026

Design and development agency. Embedded full time in client product teams for 12+ months per product, from discovery to release. Became the sole design owner of client products and mentored other designers on my projects.

> ### Asurion
>
> Nov 2024 – Jun 2026
>
> Senior Product Designer · via Fireart Studio
>
> Logic Builder, a no-code AI chatbot builder used by 500+ non-technical operations users.
>
> - Owned design end to end as the platform moved from an internal tool to a **SaaS product**. The launch brought new enterprise clients, including **Verizon and Burger King**.
> - Ran **workshops** with PM, engineering and the ops team to map the biggest pain points and decide what to build. This became the **AI roadmap**.
> - Designed **8 AI features** with an LLM team, including an AI Copilot that creates, fixes and explains flows from plain language, and Smart Search across 1,000+ flows.
> - Pushed to generate whole flows at once instead of step by step, after testing showed users outgrew step by step within weeks.
> - Redesigned onboarding around less complexity early (simpler panels, AI guidance, templates): **+30% first flows in the first 7 days**, **50% fewer repeat onboarding calls** and 35% less onboarding load on the team.

Satmo

Dec 2025 – May 2026

Senior Product Designer · via Fireart Studio

Consumer mobile app for shopping with Bitcoin cashback, plus a dashboard for merchants.

- Designed the **consumer mobile app** and its **design system** from zero.
- Shaped the app around one core problem: people are wary of Bitcoin. Made earning and spending cashback feel simple and safe for first-time users.

GearJot

Dec 2023 – Sep 2024

Senior Product Designer · via Fireart Studio

B2B fleet management platform for heavy equipment in construction and mining.

- Owned the **full rebuild of a legacy product** with a **new design system**, as the only designer for web and tablet, setting priorities directly with the founder.
- Redesigned core flows so a failed check becomes a repair task with **0 manual steps**, and service is planned automatically from sensor data.
- Designed spreadsheet import so a new customer can **start in 1 session**.

GETTR

Aug 2022 – Nov 2023

Product Designer · via Fireart Studio

Social platform growing into a super app, with **10M+ registered users**, on mobile, tablet and web.

- Owned design of the **livestreaming product**: broadcasting, viewer experience and live chat.
- Owned **GETTR Wallet** design from zero: monetization, subscriptions, paid content, gifts and tips.
- Also designed parts of the **feed** and **messaging**, in a team of 5+ designers.

Skills

AI: AI feature design, work with LLM engineers, AI-native design workflow, prototyping in code

Product design: UX/UI design, end-to-end design, user flows, wireframes, interaction design, B2B and B2C

Design systems: multi-product systems, design tokens, components, design-to-code sync

Prototyping: interactive prototypes, code prototypes, motion, sound and AI voiceover

Research and strategy: workshops, user interviews, usability testing, prioritization

Ownership: end-to-end ownership, stakeholder alignment, design reviews, mentoring

Tools: Figma, FigJam, Figma Make, Claude Code, Lovable, v0, Framer, GitLab, Jira, Notion

Languages: Ukrainian (native), English (professional)

Education

AI Design Bootcamp · Memorisely · 2026

UX & Web Design · Projector Institute · 2021 – 2022

Bachelor's degree, Engineering Ecology · Kyiv Polytechnic Institute · 2017 – 2021

Awards

European Design Awards, Silver · Polish Railways redesign · 2024

MarCom Awards, Gold · Hot desk booking app · 2023

London Design Awards, Best UX · Equine · 2023