

Karol Ortyl

Independent [...] Designer

B I O

Since 2014 I've partnered with design studios, startups, and in-house teams, covering product, web, and visual design. I tend to move between refining what exists and exploring what's possible.

E X P

Self-employed

Jan 2014 – Present

Multidisciplinary Designer

Worked directly with teams and individuals on websites, mobile & desktop products, branding and art direction. The work has included projects for established organizations such as TikTok and Fonoa, growing startups, and future founders developing MVPs and turning ideas into businesses. Led projects from start to finish, while also joining teams at different stages as a contractor.

Buf

April 2021 – November 2022
Contract to Full-time

Founding Product Designer

Started out as a contractor, working with the team on a project basis before eventually joining full-time.

Throughout that time:

- Shaped new features and improved the UX of existing ones as part of a cross-team product design process.
- Defined a new visual direction for the UI of Buf's core products – BSR and Studio.
- Built and maintained Buf's first scalable Design System, working closely with developers on its implementation.
- Designed Buf's website and several supporting landing pages, taking responsibility for art direction, information hierarchy, visual communication, and branding.

Tonik

September 2017 – October 2021
Part-time

Senior Web & Product Designer, IC

Focused on early-stage startups, including companies from the Y Combinator network, from pre-seed through Series A. Worked primarily across web, product, and mobile app design, taking projects from early concepts through to final designs, from user stories and information architecture to details of visual interfaces and online presence. Part-time, project-based engagement.

Fishermen Labs

January 2019 – August 2021
Part-time

Senior Digital Designer, IC

Worked part-time on a project basis, primarily with established organizations and brands, while also contributing to more experimental projects. Focused on web & digital experiences for clients including AWS re:Play, Fama, TBN, as well as on product concepts and application interface design for HEIR Jordan, BibleProject and more.

Citadel/Maciej Mach

September 2014 – February 2015
Contract



UITM Rzeszow

Oct 2011 – Oct 2012



Tools

- Figma
- Adobe CC
 - Photoshop
 - Illustrator
 - After Effects
- Framer
- Ableton Live



Links

- Portfolio
 - karolortyl.com
- Linkedin
 - [/in/karolortyl](https://www.linkedin.com/in/karolortyl/)
- Instagram
 - [@karolortyl](https://www.instagram.com/karolortyl)
- X.com
 - [@karolortyl](https://twitter.com/karolortyl)

Junior Interface Designer

Worked alongside a leading designer, helping develop existing designs and contributing to projects at different stages. Took on early attempts at leading projects from the ground up, gaining greater ownership of the design process. The work focused primarily on websites and web apps, with some mobile app projects as well.

Computer Graphics & Digital Media

Selected Coursework:
Graphic Design, History of Art & Culture, Critical Thinking, Sociology, Communication, and Information Technology.

Expertise

- Web Design
 - Information Architecture, Art Direction, Responsive Design, Framer Development
- Product Design
 - User Flows, Wireframing, UI Design, Design Systems, Prototyping, Microinteractions
- Mobile
 - Native iOS Patterns, Touch Interactions
- Visual Design
 - Art Direction, Layout & Composition, Typography, Color Systems
- Brand
 - Creative Direction, Identity, Brand Expression & Integration

Languages

- English
 - Professional working proficiency
- Polish
 - Native

Contact

Email
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Location

Cracow, Poland
Working Hours
Flexible across CET and ET, with overlap into PT.

