

JAREK MACKOW

Lead Product Designer – Crypto, Fintech & AI-Native Design

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SUMMARY

Product designer with 10+ years of experience, 5+ in crypto and fintech, and 3 years of design team management. Lead design across the Gnosis product portfolio, including the flagship Gnosis App; previously shipped features to 800,000+ users at SwissBorg and built a 6-person design team as Head of Design at a US fintech. Prototype in code with AI instead of handing off specs, and design AI products - most recently an AI-assisted pitch deck builder for a VC fund.

CORE SKILLS

AI-Native Design: Claude Code, Cursor, MCP integrations, Figma-to-code workflows, prototyping in code (React/Svelte)

Domain Expertise: consumer crypto & fintech - wallets, payments, KYC, staking, onboarding, premium experiences

Craft: end-to-end product design, interaction design, user research & usability testing, accessibility - Figma, ProtoPie

Selected Companies & Clients: Gnosis, SwissBorg, IBM, Burger King, Popeyes, Pizza Hut, Legia Warsaw

PROFESSIONAL EXPERIENCE

Lead Product Designer | Gnosis May 2024 – Present

Gnosis builds core Ethereum infrastructure and consumer DeFi products, including Gnosis Chain (350,000+ daily transactions) and Gnosis Pay.

- Own the end-to-end experience of the flagship Gnosis App - a self-custody crypto wallet designed from 0→1 for web and mobile, serving 30,000+ users
- Moved 100% of interactive prototyping from Figma to code with Claude Code - engineers shipped microinteractions and animations from working prototypes instead of specs, cutting implementation time by ~75%
- Designed 2 additional Gnosis products, unified by a modern multi-platform design system built from scratch, alongside brand and web design across the portfolio
- Hired, onboarded, and mentored two product designers, expanding design capacity to run two additional product workstreams in parallel

Senior Product Designer | SwissBorg Nov 2023 – May 2024 (part-time, 80%)

SwissBorg is a crypto wealth management app serving 800,000+ users. Part-time (80%) engagement - moved to Gnosis when offered a full-time lead role.

- Designed a loyalty program and gamification feature shipped to 800,000+ users of the SwissBorg mobile app
- Designed premium experiences for the top 1% net-worth customer segment, balancing exclusivity with usability in a regulated crypto environment
- Contributed to a large-scale design system spanning the full mobile product, collaborating with product, engineering, and compliance teams

Head of Design | Noumena Financial 2020 – Nov 2023

US-based fintech startup building financial and productivity applications.

- Built and led a 6-person design team from scratch - sourced, recruited, onboarded, and mentored all designers
- Developed a design system of 1,000+ components and 1,000+ styles and tokens across 30 project files and libraries, unifying design across 3 platforms and improving consistency in features previously built without design input
- Cut new-designer onboarding time from 3 days to 1 through comprehensive design system documentation and structured processes
- Directed UI/UX for a fintech app built by a 90-person engineering team, ensuring effective design-to-development collaboration at scale

Lead Product Designer / Creative Director | TISA & Herodot 2017 – 2020

- Led product discovery and design for clients including Legia Warsaw, PZPN, and Ekstraklasa; mentored a 7-person design team
- Designed a shared design system and product design for 3 SaaS products targeted at sports teams

Academic Teacher | SWPS University 2018 – 2019

- Created and taught 2 university courses - UX design and history of design; coached ~100 students on UX foundations and starting careers as product designers

INDEPENDENT & FOUNDER EXPERIENCE

Co-Founder & Product Designer | Cleo Apr 2023 – Aug 2023 (now shareholder)

Healthtech startup digitizing medical documentation for clinics in Poland.

- Co-founded the company, designed the entire application, and managed the implementation process from concept to launch in a compliance-heavy, regulated industry
- Product has since grown to 80 beauty clinics as paying customers, cutting time spent on documentation by 50% and reducing clinics' legal document preparation costs to nearly zero

Freelance Product Designer 2014 – Present

Independent design practice (concurrent with full-time roles) - 30+ clients delivered.

- Designed Elevo, an AI-assisted pitch deck builder for a VC fund, end-to-end (0→1: product, brand, web) - defined human-in-control AI patterns (explainable, reversible suggestions), validated with founder testing; prototyped in code with Claude
- Designed an internal employee portal for IBM used by nearly 100,000 Kyndryl employees
- Designed UX/UI for Burger King and Popeyes ordering kiosks, websites, and mobile apps deployed across 160 restaurants in 3 countries
- Redesigned key purchase-flow pages for Autotesto, improving sales conversion rate by 20%
- Launched a Polish-language product design course under the Design Goat brand, enrolling 50 students in its first cohort

EDUCATION

Master's Degree in Architecture - Wroclaw University of Science & Technology, 2020

Bachelor's Degree in Architecture - Wroclaw University of Science & Technology, 2018

LANGUAGES

English (fluent) • Polish (native)