

Daria Górecka

Senior Product Designer · AI Products, SaaS & Fintech · Mobile, Web & Design Systems

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PROFILE

Senior Product Designer with 7 years of experience shipping AI products, creative tools, fintech, and complex B2B and B2C SaaS across mobile, web, and API surfaces. I think in systems, build design systems from zero, and work best when speed and craft have to coexist. I've led zero-to-one AI products with measurable activation gains, scaled platforms to tens of thousands of users as sole designer, and operated as a strategic design partner to CPOs and engineering leads. I use AI tools daily as a core part of how I design, prototype, and ship, and I bring strong visual craft alongside the systems thinking.

EXPERIENCE

Product Designer · Prezi · 2021 – 2026

Lead designer on a flagship presentation and AI creation product with 30M+ users — embedded in a cross-functional team across product, engineering, and data.

- Led a zero-to-one **AI creation flow** end-to-end — from discovery through launch — driving **+29.2% activation and +30% engagement**, with 10M+ prompts generated after release.
- Redesigned the **core image editor interface** — reworked tool layout, editing flows, and interaction model to improve creative control and raise visual quality to modern standards.
- Reversed underperformance on the flagship product by redesigning **navigation architecture and core UX patterns** across web and desktop; owned full discovery-to-delivery cycle.
- Achieved **+57.2% feature adoption vs. a 10% target** on a cross-platform video integration across Zoom, Mac, Windows, and Web. Initiated and shipped a **WCAG accessibility overhaul** embedded in the design system, and created Figma ways-of-working and UX copy frameworks adopted company-wide.

Lead Product Designer · JoJolly · 2021 – 2024

Sole designer at a funded HRTech startup automating Italy's hospitality contract and payments lifecycle. €3M+ raised. Italy's top 100 startups 2023.

- Built the entire product — IA, **design system**, component library, visual language — from zero across **iOS, Android, and Web** in under 4 months.
- Scaled to **20,000+ users and 4,500+ active contracts within 4 months** of launch — **48h time-to-hire** became a core product differentiator.
- Designed **payment and contract workflows** handling complex compliance requirements — translated regulatory constraints into intuitive mobile experiences.
- Operated as a strategic design partner at founder level — introduced **research practices** and shifted an engineering-led team to design-led decision-making.

Product Design Consultant · Imagi · 2021

Gamification and engagement design for a Python coding platform in 100+ schools across 30+ countries. Apple's App of the Day, 2024 and 2026.

- Designed **gamification features, social mechanics, and onboarding flows** driving +5% engagement and +7% YoY sign-ups.
- Contributed to shaping the product experience of a **creative learning tool recognised as Apple's App of the Day twice** — 2024 and 2026.

UX/UI Designer · Listonic · 2020 – 2021

Designed three consumer mobile apps — Listonic, Momly, and Waterful — as part of a 4-person design team.

- Owned product and visual design across three **iOS and Android apps** simultaneously — subscription flows, in-app features, feedback loops, and content pages.
- Produced visual assets using **Photoshop, Illustrator, Lightroom, and Procreate** — from UI components to app store visuals and marketing materials.
- Maintained **visual consistency across three distinct brand identities** simultaneously within a small, fast-moving team.

SKILLS & TOOLS

Design: Figma, FigJam, Framer — interaction design, UX strategy, IA, design systems, accessibility (WCAG), responsive and cross-platform design

AI & prototyping: Claude, Figma AI, Cursor, Lovable, v0 — AI-native workflow, code-based prototyping, rapid concept validation

Creative & visual: Photoshop, Illustrator, Premiere, Lightroom, Procreate — UI craft, image editing, visual production, photography

Research & data: User interviews, usability testing, A/B experimentation, Amplitude, Maze, PostHog — data-informed, applied at the right stage

Platforms: Mobile (iOS, Android), Web, API — B2C and B2B product design across multiple surfaces

Collaboration: Async-first, fully remote since 2020 — Notion, Linear, Jira, GitHub, Zeroheight, Slack

LANGUAGES

Italian (Fluent) · English (Fluent) · Spanish (Fluent) · Polish (Native) · Catalan (Conversational) · French (Basic)

EDUCATION

MA Modern Languages & Localisation · Adam Mickiewicz University

MA Translation Studies · University of Lleida

BA Modern Languages · Rovira i Virgili University