# Tomasz Jonasz Kujawski

Senior Product Designer · SaaS · Dashboards · CRO

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Poland (CET) · Remote EU / US · Berlin on-site visits

Product designer with 15 years in product and UX, the last ten in the Toptal network. I join SaaS products, find what holds growth back and ship the fix, from discovery and client workshops to flows, UI, design systems and hand-off. Strong in data-heavy dashboards and conversion-focused redesigns, with an AI-first workflow.

**+40%**
conversion after the Design Manager redesign

**5.0 / 5**
verified client reviews on Clutch

**$100k+**
contracts won through UX presales

**10+**
Google Design Sprints facilitated

## EXPERIENCE

**Toptal** · Senior Product Designer (remote) — Nov 2022–now

- **Design Manager**: end-to-end redesign of a B2B SaaS for interior designers: UX overhaul, new visual language, onboarding. **+40% conversion.**
- **VoltX Energy**: conversion-focused website redesign for an Australian home-battery brand.
- Webflow design & build for startups, incl. **EarlyBird** (US fintech, funded after launch).

**Toptal** · Product Designer (part-time, remote) — Sep 2016–Oct 2022

- **LiveControl** (2020–21): one of the first designers; built the customer dashboard and the operations console from zero: scheduling, multi-destination streaming, stream health, encoder fleet.
- **Sense** (2021–22): product design and design system work for a smart-home energy company.

**Fireart Studio** · UX Team Lead & Presales Consultant — Sep 2020–Oct 2022

- Led a UX team of 6; ran client workshops and Design Sprints.
- UX presales that won **$100k+** in contracts.

**Netguru** · Product Designer — Dec 2018–Jun 2020

- Product design for international clients, incl. World Economic Forum and Stepstone.

**Risen** · UX/UI Designer & Team Leader — Feb 2017–Oct 2018

- Led the design team; the company was acquired by Netguru.

**Earlier (2011–2016):** web and UX design at Spark Solutions, Cyfrowy Polsat, Radna, VMR and DGA. **Recent contracts:** Interall (2026), Miquido (2025).

## SKILLS

Product discovery · UX flows & IA · Dashboards & data UI · Design systems · CRO & A/B · Prototyping · Workshops & Design Sprints · Presales · Mentoring

## TOOLS

Figma · Claude · Figma Make · Lovable · Webflow · Notion · Jira

## EDUCATION

MSc E-business
SGH Warsaw School of Economics

BA Marketing & Management
Poznań University of Economics

Postgraduate: Leadership; Business Management
Freedom Institute · AKSiM

## LANGUAGES

Polish
native

English
C1

German
B1

## RECOGNITION

HackYeah, 1st place
largest stationary hackathon in the EU

Speaker, Rolling Scopes
Minsk & Gdańsk, 2018

Clutch 5.0 / 5.0
verified client reviews

Case studies & portfolio: tokujawski.com

References available on request