

Olaf Otrząsek Senior Product Designer with 7+ years in SaaS.

I design the moments where products **start working** for people.

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EXPERIENCE



SENIOR PRODUCT DESIGNER & TEAM LEAD /EDRONE

NOV 2022 - MAR 2026

AI-powered marketing automation and CRM for e-commerce, serving 2500+ clients across Poland and Brazil. Rebuilt 99% of the product over 3.5 years across all core areas, creating the foundation that made freemium possible.

- Designed freemium model end-to-end: signup, onboarding, integration, activation, and Stripe paywall.
4657 accounts in 10 months, 78% active users, 8.4% paid conversion (adding 16% to edrone's 10-year paid base).
- Unified 5 legacy newsletter types into one builder. **77% adoption within the first week.**
- The team's North Star metric: cut median time to first order driven by edrone from **44 to 5 days (9x faster)**.
- **Built design system from scratch: 50+ components**, shipped in Storybook with interactive prototypes as specs. Accelerated delivery, kept UI consistent, and gave AI tools like Codex structured components to build from.
- Led the design team for over two years, growing it from solo to three: Senior Product Designer, UX Researcher, and Senior Product Data Analyst. The team owned all product design, research, and data analysis across the platform.
- Shipped production frontend code using Codex and Claude Code, unblocking dev bottlenecks across features and UI improvements.



PRODUCT DESIGNER /DEEPSOLVER

NOV 2020 - OCT 2022

Sole designer on Deepsolver and PLO Genius, two poker strategy training tools. Designed both from zero: research, UX, UI, and two independent design systems. Both launched, found paying users, and are still live 4+ years later.



UX DESIGNER /EQ SYSTEM

SEP 2019 - JUL 2020

Designed modular ERP, CRM and HRM systems across desktop, tablet and mobile for enterprise clients.



JUNIOR UX/UI DESIGNER /INVENTIVE SOFTWARE

JAN 2019 - JUN 2019

Designed interfaces for real estate and e-commerce platforms as first UX/UI role.

EDUCATION



BACHELOR OF MANAGEMENT /UNIVERSITY WSB
2019 - 2020

Business Psychology, focus on consumer behaviour and decision-making.

SKILLS

Design Figma, Design Systems

Analytics Amplitude, Google Analytics

AI tools Claude Code, Codex, v0.dev

Research User interviews, Usability testing, Surveys, Data analysis

Language English C1, Polish native