

Paula Wrzecionowska

Product Designer

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Seattle, WA

Creative, systems-minded product designer with 4+ years of shaping intuitive, scalable digital experiences across automotive, logistics, and lifestyle sectors. Focused on leveraging AI, inclusive design, and systems thinking to create enjoyable, impactful products that drive business results.

Experience

Product Designer

Launch by NTT Data // Nov 2021 – Mar 2025 // 📍 Remote

- Delivered 24+ projects and features improving experience, accessibility, and usability for multiple B2B and B2C cross-platform products, impacting, among others, 56K+ users, 17K app store reviews, enabling sales processes for 300+ sales salons, and simplifying 5K+ distribution routes for 3,7K delivery partners.
- Designed wireframes, prototypes, and task flows to clarify user journeys and accelerate team alignment.
- Maintained and pushed design system components, including tokens, for 17+ brands to drive visual consistency and scalable UX.
- Collaborated with cross-functional teams, such as Product Management, Business, and Engineering, to incorporate business and technical requirements for end-to-end user-centric products.
- Conducted user research, heuristic evaluations, and design audits, integrating insights into IA, workflows, and feature recommendations.
- Facilitated client design reviews for each epic to gather requirements, capture feedback, and ensure alignment with strategic and business goals.

Product Design Intern

Breathing.ai // Aug – Nov 2021 // 📍 Remote

- Collaborated with an interdisciplinary team on a wellness-focused mobile app on research and ideation to help increase engagement and usability.
- Participated in feedback sessions to align UX decisions with engineering feasibility and research insights.

Creative Services & Event Manager

Forterra NW // Sep 2019 – Nov 2021 // 📍 Seattle, WA

- Designed & managed event experiences for up to 1,500 attendees in physical and virtual spaces.
- Owned design execution across web, signage, and print to ensure seamless brand alignment and attendee engagement.

Global Events Manager

Informa // Jan 2016 – Jun 2019 // 📍 Seattle, WA

- Led creative direction and end-to-end experience design for global conferences for 1,200+ attendees, 70 exhibitors with budgets of \$1M.
- Designed mobile app content, signage, and branded web assets that ensured consistent and seamless user journeys across touchpoints.

Skills

UX/UI Design
Design Systems
Interaction Design
Visual Design
Wireframing
Prototyping
Figma
FigJam
Adobe Creative Suite
User Research
Presentations
Illustration
Animations
Agile/Scrum
Jira/Confluence

Education

Designlab

UX and Visual Design

Bellevue College

Associate: Marketing

Academy of Physical Education in Poznan

BA & MA: Tourism Management

Certificates

Interaction Design Foundation

- AI for Designers
- Accessibility (WCAG)