

Paula Wrzecionowska, M.A. // Product Designer

paulawrzecionowska.com
paula@wrzecionowska.com

Seattle, WA
[linkedin.com/in/wrzecionowska](https://www.linkedin.com/in/wrzecionowska)

Product designer with 5+ years of shaping intuitive, scalable digital experiences across automotive, logistics, sales, emerging tech, and insurance sectors. Focused on leveraging AI and inclusive design to create enjoyable, impactful, and trustworthy products that drive business results. My background in event planning and creative services sharpened my ability to orchestrate moving parts, foster trust, and navigate high-stakes challenges with clarity. Looking to apply my service design background, problem-solving, and user-centered design skills at an inspiring tech company. Clients include: Jeep, MTA, Stellantis, Blue Cross Blue Shield, and Campbell's.

Professional Experience

Product Designer, Launch by NTT Data // Nov 2021 – Apr 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, uncover user needs, and accelerate team alignment and strengthen storytelling.
- Maintained and pushed design system components and style guides, adhering to graphic design principles, including tokens, for 17+ brands to drive visual consistency and scalable UX.
- Collaborated on a digital product development with a cross-functional team, such as Product Management, Business, and Back and Front-End 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, articulate decisions, capture honest 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 layout design ideation to help increase engagement and usability.
- Participated in feedback sessions on design templates to align UX decisions with engineering feasibility and research insights.

Creative Services & Event Manager, Forterra // 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

Design // User Experience Design, HCI, Design Systems, Concept Development, UX Writing, Product Design, Visual Design, Scalable Processes, Service Design, Typography, Wireframing, Prototyping, Responsive Design, Animation, User Research, Presentations, Agile / Scrum, Conversation Design

Work Style // Cross-Functional Collaboration, Problem-Solving, Growth Mindset, Autonomous Worker, Team Player, Holistic Design Approach

Tools // Figma, FigJam, Sketch, Tokens, Adobe Creative Suite, Spline, Zeplin, Miro, Mural, Lovable, Atlassian: Jira / Confluence

Education

Associate of Arts (AA) // Marketing, Bellevue College, Bellevue, WA

Bachelor's (BA) & Master of Arts (MA) // Tourism Management, Academy of Physical Education, Poznan, Poland

Certificates

UX and Visual Design // Designlab, Seattle, WA

AI for Designers, Accessibility (WCAG) // Interaction Design Foundation, Seattle, WA