

Product Design Lead with 14 years’ experience shaping apps, websites, and digital products. I translate complex features into natural interfaces and cohesive platforms, balancing usability with brand expression. Building visual systems from the ground up, I guide cross-functional design teams and developers while reporting to key stakeholders, ensuring alignment throughout projects. From brief to launch, I deliver products that sell, scale, and delight.

Hard Skills

UX/UI & Product Design

- PRODUCT DESIGN
- UI/UX DESIGN
- PROTOTYPING
- WIREFRAMING
- DESIGN SYSTEM
- IOS DESIGN
- ANDROID DESIGN

Visual & Brand

- DIGITAL DESIGN
- CREATIVE DIRECTION
- GRAPHIC DESIGN
- BRAND DESIGN
- PRINT DESIGN
- PACKAGING DESIGN

Tech & Tools

- WEBFLOW DESIGN
- AI DESIGN

Apps

Design & Prototyping

- FIGMA
- PHOTOSHOP
- ILLUSTRATOR
- SKETCH
- AFTER EFFECTS

Dev Handoff & Collaboration

- ZEPLIN
- WEBFLOW
- FIGJAM
- NOTION
- FRAMER
- WORDPRESS
- MIRO
- HUBSPOT MARKETING HUB
- SCRUM

AI & Support Tools

- MIDJOURNEY
- CHATGPT
- PERPLEXITY
- CLAUDE
- GEMINI
- VEO3

Soft Skills

Proven success in collaborating with international, fully remote teams

Regularly reporting to C-Suite executives with concise, data-driven insights

Managing digital, print, application, and product initiatives simultaneously

Leading multi-stakeholder projects from planning through delivery

Generating and executing breakthrough ideas within cross-functional teams

Languages

-  FLUENT
-  NATIVE

Daniel Troc

Lead Product Designer,
Senior UX/UI Designer,
Art Director

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Experience

Tedee (IoT Equipment Manufacturer)2021 – PresentRemote

LEAD UX/UI & ART DIRECTOR

- Owning end-to-end digital product design: mobile app, web platform, and embedded interface
- Leading design system development and redesign of e-commerce, B2B platform, and web user portal
- Collaborating with Marketing, Sales, Development, and Product teams to ensure consistent UX across all touchpoints
- Building and evolving the visual brand via social, promotional, print, and video materials art direction
- Creating cohesive brand-image systems for packaging, labels, manuals, and device markings
- Managing in-house junior designers and coordinating freelance talent

Nuuvie (Design Studio)2023 – PresentSide Project

FOUNDER & UX / BRAND DIRECTOR

- Operating a boutique studio specializing in web/app design and brand strategy
- Developing a digital product line: design briefs, courses, and templates for junior designers
- Mentoring emerging UX talent and producing educational content on TikTok, Instagram, and YouTube

Predica (B2B Cloud Services)2020 – 2021Lublin / Remote

SENIOR UI / UX DESIGNER

- Designed enterprise platforms and client apps for web, iOS, and Android
- Crafted marketing and e-commerce experiences for an international B2B SaaS platform
- Built custom UI libraries to standardize and accelerate development

Sii Poland (IT Services)2016 – 2020Lublin

UI / UX DESIGNER

- Led UX/UI design for internal and client-facing portals
- Produced visual assets and motion content for Marketing and HR teams
- Owned full design lifecycle of an internal knowledge-sharing platform

Freeline (Creative Agency)2014 – 2016Lublin

GRAPHIC & WEB DESIGNER

Fly With Monkey (Startup)2011 – 2014Warsaw

CCO & ART DIRECTOR

Education

Akademia Bialska
Computer Science/Graphic Design
ENGINEER'S DEGREE

Training

Design Practice
AI Designer
Digital Designer
Interaction Designer
Brand Designer

Jack Butcher
Visualize Value
Build Once, Sell Twice
Permissionless Apprentice

AltKom
UX Service Design

Milestones

- 2025
 - 🏆 Completed first marathon
- 2023
 - 🥋 Began MMA training
- 2021
 - 🔗 400 UIs designed - and counting!
- 2020
 - 🏆 Delivered first projects for Poland's top brands
- 2019
 - 🏠 Launched my own design studio
- 2018
 - 📱 Designed my first mobile app
- 2016
 - 🏢 Started first corporate design role
- 2015
 - 📄 Over 100 responsive websites designed
- 2011
 - 🎮 Co-founded a gaming startup
- 2010
 - ✍ Designed my first logo
- 2005
 - 🎵 Started a rock band