



Łukasz Migacz

Hi, my name is Łukasz (Luke) Migacz (pronounced: mee-gatch). I'm a brand, service, and product designer who unites brand and product under one vision—delivering measurable results that drive growth.

EXPERIENCE

Brand, Service and Product Designer (B2B & B2C)



Meegatch (self-employed) · Contract & consulting work

Sep 2023 – Present

I help businesses, digital agencies, software houses, and startups—from pre-seed to scale-up—design and deliver high-performing digital products and cohesive brand identities. My focus is on data-driven design, AI-powered prototyping, and brand systems that give clarity and character. I rapidly test concepts, build fully functional prototypes, and create scalable identities with clear messaging frameworks. I streamline design processes so projects move faster with less friction. Using insights from user research, analytics, and market trends, I ensure every design decision—from product features to brand strategy—is informed and measurable. Recent collaborations include Create Group, a leading strategic digital communications agency in the Middle East, and Spark, the App Store's #1 email client.

Key responsibilities

- Uncover opportunities, validate product–market fit, and guide design decisions through in-depth market and user research, supported by structured user testing
- Apply data-driven design using insights from user research, user testing, analytics, competitor analysis and benchmarking, and market trends to inform and optimise product decisions
- Run rapid AI-driven prototyping to validate early concepts and extract insights from internal teams and user testing
- Build fully functional, high-fidelity web and mobile app prototypes using Cursor, Supabase, and Vercel—capable of simulating real product behavior regardless of the tech stack
- Lead UX/UI design across websites, apps, and SaaS platforms—from POCs and MVPs to fully developed products
- Improve design operations to speed up delivery, streamline feedback loops, and maintain quality at scale
- Design cohesive visual identities, messaging frameworks, and scalable design systems to strengthen product impact
- Facilitate workshops, pitch concepts, and align stakeholders around a shared product vision
- Craft and deliver design proposals and creative pitches to clients, communicate value, and negotiate project scopes.
- Create cohesive brand identities—including visual systems, messaging guidelines, and strategic positioning—for diverse clients across multiple industries.
- Lead design and development for company websites.

CONTACT

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www.meegatch.com

EDUCATION

University of Economics in Krakow

2002–2007

Bachelor in Computer Science,
Econometrics and Data Science

TOP SKILLS

User centred design (UCD)

Business-oriented mindset

Design thinking

Stakeholder relationships
management

Evidence and context-based design

Managing decisions and risks

Design for accessibility

Strategic and critical thinking

Change management

VIBE CODING & GEN AI

Cursor, Supabase, Vercel

Replit, Vercel vO

ChatGPT, Claude

Relume

Kling AI, Midjourney, Sora

ElevenLabs

Brand, Service and Product Designer (B2B)



Locatick · Contract

Apr 2023 – Nov 2024 · 1 yr 7 mos

I've supported the growth of Poland's largest Field Management Services SaaS platform and mobile app, with EU expansion planned by 2026.

Key responsibilities

- Redesigned the web and mobile platform, including developing a proprietary Design System to support product scalability
- Used Gen AI to automate Knowledge Base content and deploy an AI assistant to support users
- Ran workshops, client interviews, and user surveys; set up analytics to improve usability, lead generation, and retention
- Led full redesign of the marketing website and continue to expand it with new features and content
- Refreshed the brand's visual/verbal identity and positioning, including value proposition and messaging
- Built analytics dashboards to track user behavior, reduce drop-offs, and optimize conversion paths

EXPERIENCE (CONTINUED)

Brand, Service & Product Designer (B2B)



Done Deliveries

Full-time (Dec 2021 – Sep 2023), Contract (Oct 2023 – Dec 2024)

3 yrs 1 mo

I worked closely with the CEO (featured in Forbes “30 Under 30” in 2022), product owners and cross-functional delivery teams to create the “next UBER” in freight forwarding.

Key responsibilities

- Streamlined the company's internal processes (e.g. cross-department order handling) and digital tools to enhance customer experience (CX), reduce operational costs, and remove friction between departments handling orders.
- Ground-up redesign the proprietary Transport Management System (3 different platforms) including creation and implementation and maintenance of robust Design System.
- Redesigned the driver's mobile app.
- Designed and iteratively improved company's online B2B freight booking platform Quote&GO.
- Mapped and optimised service blueprints and end-to-end customer journeys.
- Conducted qualitative/quantitative user research and facilitated business workshops with key stakeholders across all company departments.
- Implemented YouTrack in place of GitHub and created new design to dev handover and testing process which significantly reduced new features time-to-market.

SOFTWARE

- Figma, FigJam
- Sketch
- Webflow
- Wordpress
- Adobe Creative Cloud
- Jira, YouTrack
- Google Analytics, Looker Studio
- Amplitude
- Hotjar
- G suite, Office 365
- Miro
- Semrush

LANGUAGES

Polish	Native
English	C2

INTERESTS

- Gen AI
- Low-code/no-code development
- All things digital
- Adventure motorcycle riding
- Outdoors and nature
- Fantasy literature
- Travelling
- Cooking
- Dog training
- Competitive FPS games

Head of Brand & Product Design (B2B)



Capgemini · Full-time

Mar 2014 – Dec 2021 · 7 yrs 10 mos

I've built from scratch, then led a 20-person, multi-national creative and product design team responsible for delivering digital products and platforms for Capgemini and its global clients. I oversaw day-to-day operations, recruitment, and business development while steering the design and delivery of all flagship projects.

Key responsibilities

- Led a diverse team of designers, developers, and creatives to conceptualize, design and deliver over 100 digital platforms and products (web and mobile), including the design of capgemini.com
- Handled team growth, performance reviews, and resource planning to maintain high-quality outputs on projects ranging from brand identity work to full-scale digital transformations.
- Led strategic pitches, presentations, and client workshops to align design deliverables with business goals.
- Drove business development efforts by scoping new opportunities and shaping design services for global markets.

EXPERIENCE (CONTINUED)

Lead Brand and Product Designer (B2B)



Capgemini · Full-time

Mar 2008 – Mar 2014 · 6 yrs 1 mo

I joined Capgemini global digital agency, as a multi-disciplinary designer, working across visual identity, motion design, 3D modeling, and web/mobile projects with stakeholders all over the world. Throughout the years I continued to broaden my skillset to become a full-scope digital designer focused on delivering end-to-end brand and product design projects.

Key responsibilities

- Created and executed branding concepts, marketing collateral, and digital experiences—ranging from web & mobile UIs through to video and 3D assets.
- Collaborated with cross-functional teams to ensure design consistency and high production quality across all media.
- Guided junior designers on best practices, helping establish internal design standards and workflows.

Brand and Product Designer (B2C)

dotpay

Dotpay · Full-time

May 2005 – Dec 2007 · 2 yrs 8 mos

At Dotpay I've worked directly with the CEO, CTO and the dev team to launch one of the first digital payments platforms on the polish market. I was also working closely with the marketing and sales team helping them establish Dotpay's branding and bring the service to the market.

Key responsibilities

- Developed the complete brand visual identity system and established brand guidelines for consistent application across all channels.
- Designed a range of digital and print assets—including brochures, social media creatives, and advertising collateral—to support brand awareness and customer acquisition.
- Led the end-to-end design of the secure payments platform
- Conceptualization, wireframing, and design of the company website.