

Jacob Piorecki

Lead Product Designer

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Remote (Poland, CET). Full working-day overlap with UK and EU teams. EU citizen; no visa or sponsorship required, open to occasional travel.

SUMMARY

Lead Product Designer, 8+ years in B2B and B2C SaaS. Mostly Web3 analytics, dense dashboards and internal tools. I do the research that changes the brief, build the design system, and draw the screens, and I care that the result is accessible and documented. I work AI-first, review every output myself, and prototype in code instead of handing over flat mockups.

SKILLS

Leadership	Design team leadership, mentorship, hiring, design critique, client and stakeholder management, roadmap partnership with product and engineering
Product	Product discovery, user research and interviews, workshop facilitation, 0 to 1 product design, information architecture, usability testing, analytics-informed design, A/B testing
Craft	UI design, interaction design, prototyping, data visualisation and dashboards, responsive design, accessibility (WCAG 2.2 AA), brand identity design
Systems	Design systems, component libraries, design tokens, documentation, design ops, developer handoff
AI & code	Claude, ChatGPT and Grok daily, for research synthesis, copy and concept work, with every output reviewed before it leaves. Prototyping happens in code with AI pair-programming, which also shortens handover
Tools	Figma, FigJam, Framer, Webflow · Cursor, Claude Code, React, Vercel · Amplitude, Mixpanel, Hotjar · Linear, Notion

EXPERIENCE

Prodular Studio, Founder & Lead Product Designer

Mar 2023 – Present

Remote · product design partner to SaaS companies in the US and Europe

- Embedded design partner to **8 B2B and B2C SaaS companies** in the US and EU. I own the work from the first interview to the shipped screen.
- Hired and lead a **team of 3 designers**, and set how the studio hires, runs critique and hands work to engineers.
- The studio runs **AI-first**. I prototype in code with AI pair-programming, so a client clicks through a real build instead of reading a flat file. Concept to validation went from two weeks to three days.
- Rebuilt onboarding for a B2B analytics client. Activation went from 31% to 54% in four months.
- Average engagement runs past **24 months**, every client through referral. They keep us for the next product cycle, not for one project.

Patterns (formerly Tokenguard), Lead Product Designer

Apr 2023 – Dec 2025

Remote · Web3 analytics platform for blockchain ecosystems and dApps

- Sole designer on a Web3 analytics platform used by **7 blockchain ecosystems and 80+ dApp teams**. Research, data modelling, IA and UI, all of it mine.
- Built the **design system from scratch** and kept it alive for **7 developers**. Feature design time dropped by about 40%.
- Led the **Tokenguard to Patterns rebrand**: product, marketing site, identity. Nine weeks, no downtime.
- Turned messy on-chain data into dashboards people could act on. Weekly active teams rose 35%.

Semiflat, Product Designer

Sep 2022 – Feb 2023

Remote · SaaS product studio

- Designed an **internal HR platform** for a startup: org structure, employee records, admin workflows. Nobody using it daily was technical.
- Replaced the spreadsheets it grew out of and took roughly 8 hours a week off each operator.

Reviderm Poland, Product Designer, E-Commerce

Jan 2021 – Jun 2022

Official reseller of Reviderm premium cosmetics

- Designed, built and ran the store myself: UX, storefront, merchandising, checkout.
- Revenue grew 2.4x in 18 months. Checkout conversion went from 1.4% to 2.6%.

Purebroadband, UI/UX Designer

May 2019 – Jan 2020

UK internet service provider

- Designed the marketing site and the **postcode checker**, which is where most visitors found out whether they could buy at all.
- Worked with the client's marketing agency on acquisition. Qualified leads rose 45%.

Independent Product Design Consultant

Oct 2017 – Mar 2023

Remote · trading as JP Media Int., run in parallel with the in-house roles above

- Product and brand work for startups and established businesses in Europe and the US, run alongside the jobs above.
- Product design, design systems, brand identity, e-commerce, depending on what the client needed that year.

LANGUAGES

Fluent Polish (native), English (native / C2)

Basic Russian