

Weronika Kaczmarek

Senior Product Designer — zero-to-one products, AI interfaces and platform tooling

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Seven years designing products end to end, across consumer marketplaces, fintech and internal platforms. At Careem I designed the grocery app that went from 150 to 10,600 orders a day across the UAE and Saudi Arabia; at OLX, the experimentation platform around 100 product managers use to decide what ships. Most recently I led design on OWNE, an AI stylist that scans, values and authenticates a wardrobe. I own the whole design surface, from discovery through to production-ready execution, and I prototype with AI so that engineers and stakeholders argue with behaviour rather than a static mock.

EXPERIENCE

OLX Group — Senior Product Designer

Nov 2024 – present

Console, OLX Group's internal analytics and experimentation platform: around 100 product managers, 150 data analysts and 50 product designers across markets. Sole designer on the experimentation module, embedded in the client's product team via Netguru with 1 PM and 1 engineer, and a 3-person data science team reviewing every statistical interpretation.

- **Rebuilt the A/B experimentation lifecycle**, setup through monitoring and interpretation. The brief was a single report screen; 15 PM interviews, plus a teardown of Optimizely, VWO and AB Tasty, showed the problem was the lifecycle. Across 100 experiments, 46% had a minimum detectable effect that was impossibly small or never seriously considered, and the report meant to explain results scored 1.5 out of 5 with the PMs who depended on it. Monthly experiments rose from ~30 to 45 after launch.
- **Restructured the Advanced Report** around three audiences reading one screen: a plain-language summary for PMs, an operational stepper for test state, and collapsible analyst modules preserving full statistical depth. Report satisfaction 1.5 to 4.2, interpretation confidence 2.3 to 4.4, ease of setup 3.4 to 4.5. 12 of 14 PMs interpreted the report correctly on first exposure, unmoderated, and all six analysts signed off in moderated review.
- **Prototyped a working statistical calculator in Lovable** with the real formulas wired in, so engineering and data science could argue with the behaviour rather than a static mock, then handed it over as the specification.
- **Hydra Insights** — designed Console's behavioural analytics: a funnel builder and User Paths for step-by-step falloff and cohort comparison, benchmarked against Mixpanel and Amplitude and shaped by sessions with six PMs. Also built, from zero, the survey builder that replaced external software and took survey volume from 2 a month to 20.

Engine — Product Designer (freelance)

Jul – Aug 2026

US corporate travel platform. Two-month engagement: stakeholder interviews, 10 user interviews and analysis of their product data, then a redesign of the information architecture.

OWNE — Lead Product Designer (freelance)

Oct 2025 – Apr 2026

AI-native luxury fashion app for iOS. Lead designer, working directly with the founder and the AI and engineering leads and setting direction for two other product designers, from an empty file to beta.

- **Took the product from zero** with no existing design foundations, brand or process. Owned the agent layer end to end, plus the closet digitisation, valuation and authentication flows that feed it, and set the direction for onboarding, colour and body analysis, marketplace and profile across light and dark themes. Shipped to beta on iOS.
- **Designed Nia, the AI stylist at the centre of the product**, as a product surface rather than a chat window: what she can see of a customer's closet, when she speaks first, and how every recommendation stays inspectable back to the item that justified it. She proposes and never acts alone, which is what keeps her trusted the first time she is wrong.
- **Designed the input to protect the output** on authentication, where the model's answer on a €13,000 bag has to hold: a stepped capture flow with framing guides, lighting warnings and a retake gate, rather than a confidence score presented after the fact.

Sight Sphere — Product Designer (freelance)

Nov 2024 – Feb 2025

US startup building an AI tool that organises saved posts across a person's social accounts. Designed the end-to-end experience from zero and validated it with usability testing.

Careem — Senior Product Designer, Groceries

Sep 2021 – Nov 2024

Joined as Product Designer, promoted to Senior in 2023. Embedded full-time in the Groceries vertical via Netguru, in a group of 2–3 designers; sole designer on Quik for much of its run, including three months as the only designer on the product after a round of layoffs. Design system champion for the vertical.

- **Careem Quik, zero-to-one quick commerce** — designed the app from an MVP at 150 orders a day to 10,600, across 0 to 30 darkstores in the UAE and Saudi Arabia, and from a curated range to a 20k-SKU catalogue. No design foundations existed at the start.
- **Project Flywheel** — sole designer, discovery to ship in four months. I rewrote the discovery workshop agenda, led the session with executives and senior management, then designed the result: grocery attach inside an unfinished food order. It lifted a food customer's likelihood of ordering groceries from 6.7% to 42%, drove 550 incremental orders a day

and +12% repeat rate, and accounted for 15–20% of new daily Quik users.

- **Owned the core shopping experience** through successive revamps — onboarding, browse, search, product detail page, basket and post-order — plus Milestones, the rewards programme built to pull customers into a second and third order. When a full-page product detail page tested below the bottom sheet it replaced, I called it against my own recommendation and kept the sheet.
- **Careem Maestro** — lead designer on Careem's first fulfilment product, from a five-day design sprint to launch. 15 interviews produced three personas of low-English-literacy store staff, which redefined the product as visual-first rather than text-led. Receiving got 55% faster, freeing 500 minutes a week, and the job went from 2–3 people to 1.
- **Careem Pay** — contributed to the KYC onboarding flow, where compliance requires fields that each cost conversion and none can simply be removed.
- **Design system champion through the Aurora rebrand** — drove shared templating adoption from 15% to 95% across the Groceries and Food apps, contributed components back to the system, and mentored junior and mid-weight designers alongside it.

Mobee Dick — Product Designer

Aug 2020 – Sep 2021

Regulated financial clients in banking and insurance, working to the client's stakeholders directly.

- **Warta** — consumer website redesign that moved Poland's oldest insurer from offline-first to digital, across discovery, purchase, claims and the agent finder. Designed the agent finder that opened Warta's new online sales channel, one of five sections owned end to end, alongside co-defining the homepage. The relaunch lifted satisfaction 24% and engagement 49%, and drove 273% more conversions through the platform.
- **Crédit Agricole** — designed the credit advisor app: the tool advisors use to enter an applicant's financial data and get a decision on whether they qualify for a loan or mortgage, turning a policy rulebook into something an advisor could explain to the customer in front of them.
- **BNP Paribas** — established the design system: researched, built and documented the components used across internal and customer-facing platforms.

OmegoFleet — UX/UI Designer

Feb 2019 – Jul 2020

Internal tooling for logistics and transport operators (SEMfleet, OmegoFleet, FutureDriver, Scandinavian market): flows, journey maps, prototypes, MVP definition, research and client pitches.

SELECTED WORK

OWNE	Designing an AI stylist as a product surface — wkaczmarek.framer.ai/owne
Careem Quik	Three years of a grocery app, 150 to 10,600 orders a day — wkaczmarek.framer.ai/careem_whole
Console	Making the experimentation lifecycle legible — wkaczmarek.framer.ai/olx
Flywheel	Cross-service growth inside an unfinished order — wkaczmarek.framer.ai/flywheel

SKILLS

Product design	End-to-end ownership of the design surface, zero to one and at scale · native iOS and Android, plus web · discovery and problem framing through to production-ready execution · owning the success metric, not only the screen
Visual craft	Layout, typography and grid systems · colour and iconography · light and dark themes · interface motion in After Effects · pixel-level specs for engineering
Process & research	Discovery interviews · moderated and unmoderated testing (Maze) · five-day design sprints and workshop facilitation up to executive level · journey mapping · competitive teardowns · A/B testing and statistical literacy · calling the right depth for the project instead of a fixed process
Design systems	Built and documented one at BNP Paribas · drove adoption of Careem's Aurora system across two apps · accessibility built into the system: contrast, target sizes and screen reader labelling · Figma components, variants, variables and auto-layout
AI	Agent design as a product surface, and designing for probabilistic output · prototypes in Lovable and Claude Code that run real logic · applied where it earns its place, kept out of the way where it does not
Collaboration	Seven years embedded in client and founder teams · presenting to founders and executives · navigating disagreement with PMs and engineers · English-first, remote across time zones
Domains	AI-native consumer products · marketplaces and quick commerce · internal platforms and analytics tooling · fintech and regulated onboarding · multi-market (US, UAE, KSA, Poland, Nordics)

EDUCATION & LANGUAGES

Postgraduate	SWPS University — User Experience Design / Product Design, 2018–2019 (final grade 5.0)
Degree	Wrocław University of Science and Technology — Architecture · Erasmus exchange, Politecnico di Torino, 2017
Languages	Polish (native) · English (fluent, C2) · Spanish (conversational)