

Paweł Kostyra

UI/UX Designer

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My skills

UI/UX Design, Product Strategy, Design Systems, Information Architecture, Wireframing, High-Fidelity Prototyping

Tools

 **Figma**

 **Adobe Xd**

 **Miro**

 **Adobe Illustrator**

 **Adobe Photoshop**

 **Adobe After Effects**

 **Webflow**

 **SVGator**

 **Hotjar**

 **Google Analytics**

Languages

 **Polish** (Native)
 **English** (B2)

Portfolio

 www.pawelkostyra.com
 www.linkedin.com/in/pawelkostyra

Bridging the gap
between complex
data and seamless
user experiences

Professional Summary

Product Designer with 8+ years of experience designing fintech and Web3 products. Specialized in transforming complex financial systems into intuitive user experiences through scalable design systems, information architecture, and data-driven interfaces.

Experience



Senior Digital & Motion Designer 2023 - 2026

- Supported the product and marketing teams by designing high-impact visual assets, including motion graphics and interactive HTML5 advertisements for Web3 launches.
- Created complex infographics and data visualizations that simplified blockchain concepts for a broad, non-technical audience.
- Supported product adoption and brand credibility through visually cohesive, motion-enhanced communication.



Product Designer 2022 – 2023

- Developed end-to-end Design Systems for a diverse portfolio of crypto and tech startups.
- Designed complex analytical dashboards, focusing on data visualization and ease of use for professional traders.
- Produced high-fidelity prototypes and interactive mockups to validate product concepts before engineering.
- Worked closely with stakeholders and developers to translate business requirements into intuitive product experiences.



Lead Designer & Founder 2018 – 2021

- Directed the creative vision for clients in the finance and technology sectors, delivering both web interfaces and brand identity systems.
- Successfully managed and delivered over 50+ projects, balancing UI design with advanced motion graphics and DTP requirements.
- Acted as the primary design decision-maker, aligning visual solutions with business goals and client expectations.

Freelance

Product & UI/UX Designer 2021 – Present
Freelance projects outside standard working hours.

- Designed user experiences for fintech and Web3 products, translating complex financial workflows into intuitive user journeys.
- Designed and launched end-to-end digital products, from research and information architecture to high-fidelity prototypes and Webflow implementation.