

Maciek Żabniak

Product Designer

FinTech & Banking · Complex Systems · Mobile & Web
Apps · Operational Workflows · Design Systems ·
AI-enabled Workflows

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Profile

Product Designer with 15+ years of experience across fintech, banking, insurance, startups, software development, and complex operational systems. I combine hands-on product design, discovery, UX strategy, design systems, and design leadership to help teams create clearer, more scalable product experiences.

I work well in environments where product, engineering, business, and operations need better alignment — from early discovery and workflow mapping to prototyping, delivery, and improving product outcomes.

Experience

12/2023 - 2/2026

Staff Product Designer

SFR3 Fund, US (Remote)

SFR3 is a US-based single-family residential real estate organization.

I worked across an ecosystem of products supporting field teams, office operations, vendors, resident-facing experiences, renovation, maintenance, quality control, leasing, and operational property management.

- Led discovery and product design direction across interconnected operational products, shaping workflows, interaction models, information architecture, and scalable patterns across mobile, web, and internal tools.
- Helped turn ambiguous operational, business, and user problems into clearer product direction, prioritization inputs, and design decisions for product, engineering, and operations teams.
- Defined cross-product workflows and reusable product patterns to create a more cohesive, scalable experience across the OnSite, FlightDeck, and American Avenue ecosystem.
- Mapped real-world workflows, user roles, dependencies, and operational friction through stakeholder workshops, user interviews, field observation, shadowing, process analysis, and live product testing.
- Translated business, operations, and user needs into structured workflows, interaction models, information architecture, service blueprints, user journeys, and scalable product patterns.
- Used available product data, operational signals, user observations, and qualitative feedback loops to identify friction points, prioritize improvements, and support evidence-informed design decisions.
- Used Figma, FigJam, and AI tools including Figma Make, v0, Replit, Stitch, Cursor, and Claude to support exploration, prototyping, product pattern definition, and faster design-to-engineering collaboration.
- Partnered closely with product, engineering, and operations to design, validate, and improve workflows across iOS apps, web apps, and internal systems.

- Built an AI-enabled design system with reusable UI/product patterns, documentation, and handoff standards that improved consistency, supported developer enablement, and reduced ongoing handoff.
- Established design file, component, feature, and release-management standards to keep design work better aligned with implemented product versions.
- Supported and organized the work of two senior designers by introducing better design practices, quality standards, and a more structured design-engineering workflow.

FlighDeck Web App + American Avenue Property Management Ecosystem

Led discovery and design across operational tools used by field teams, office teams, vendors, and resident-facing workflows. Helped simplify fragmented processes and contributed to reported outcomes: **25% lower operating costs, 5% churn reduction, and 8% increase in lease renewals.**

11/2022 - 11/2023

Senior Product Designer

SFR3 Fund, US (Remote)

Joined SFR3 at a stage where the product, business model, field operations, and real-world user workflows needed to be understood quickly and translated into practical product improvements.

- Worked on early-stage workflow models by mapping real-world tasks, validating assumptions in context, and translating fragmented processes into practical product flows.
- Led early discovery to understand the product, business model, field operations, user needs, and key friction points in operational processes.
- Conducted stakeholder workshops, user interviews, field observation, shadowing, and scenario-based research to validate solutions in the context of daily work.
- Mapped real-world processes and translated them into user flows, task flows, wireframes, prototypes, and interaction models for mobile, web, and operational tools.
- Designed workflows for OnSite, American Avenue, and related SFR3 tools using Figma, FigJam, and Notion.

- Used available signals from **Amplitude** and **UXCam** to better understand user behavior, identify friction points, and support design decisions.
- Worked closely with developers to improve product execution and establish stronger design-engineering collaboration.
- Built the foundation for a scalable design system and helped introduce more consistent patterns across product work.
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OnSite App — Field Operations Workflow

Mapped real-world field workflows and redesigned mobile task flows for quality-control inspections and scope completion. Helped reduce QC inspection time **from about 3h to 1h** and scope completion time **from about 4h to 1–1.5h**.

1/2020 - 10/2022

Head of Product Design

Speednet — Software Development Studio, Poland (Hybrid)

Led and developed the Product Design function in a software development studio delivering fintech, banking, insurance, enterprise, edtech, and other complex digital products, with a strong focus on design strategy, team development, design systems, governance, and design-engineering collaboration.

- Built and structured the Product Design function, defining design strategy, standards of work, client collaboration model, and design-engineering workflow.
- Managed a team of around **20 people**, including product designers and business/system analysts.
- Mentored designers and analysts, facilitated design critique and workshops, and helped raise the quality of product thinking, UX execution, and design communication across teams.
- Led hiring, 1:1s, development conversations, skill mapping, team planning, feedback, and coaching for designers and analysts.
- Established **design system governance**, Figma organization practices, design standards, file management, handoff standards, and delivery practices.

- Developed the company's Product Design offer and supported pre-sales conversations with clients around product scope, UX needs, risks, and design value.
- Planned strategic UX activities for clients, especially in projects requiring discovery, workshops, problem framing, workflow clarification, or product direction.
- Organized team development through internal initiatives, conference participation, **WCAG 2.1 / Accessibility** training, and workshop facilitation training.
- Helped clients and internal teams clarify product direction, UX strategy, risks, workflows, and delivery assumptions during discovery, pre-sales, and delivery phases.
- Strengthened design as a business and delivery capability by improving project staffing, team competence, client conversations, and design-development collaboration.

8/2013 – 12/2019

Senior UX/UI Designer

Speednet — Software Development Studio, Poland (Hybrid)

Worked as a senior designer on digital products for fintech, banking, insurance, edtech, enterprise, mobile apps, back-office systems, workflows, and admin panels.

- Led stakeholder workshops and discovery sessions with clients and business representatives to define product goals, user needs, requirements, and solution direction.
- Designed user journeys, service flows, user flows, information architecture, wireframes, prototypes, and UI for mobile apps, web apps, back-office systems, and enterprise workflows.
- Conducted user interviews, scenario-based testing, usability testing, UX audits, and heuristic evaluations using tools such as **Lyssna** and **Loop11**.
- Used **Google Analytics** to analyze user behavior, conversion, bounce rate, and **Optimizely** to conduct experiments.
- Presented research findings, UX recommendations, improvements, and new product ideas to clients, management boards, and supervisory boards.
- Worked closely with developers on handoff, implementation details, product testing, and improvements during development and after launch.

- Supported projects that required repairing difficult client relationships or taking over unclear design situations.

Selected Projects

POP Mobiili — mobile banking app

Worked on improving core banking and insurance-related mobile flows for POP Pankki. The redesign contributed to **+20% insurance sales**, **+126% in-app sales**, and app rating improvement **from 3.2 to 4.5**.

Bancovo — fintech / loan marketplace

Redesigned a high-drop-off loan marketplace flow to improve clarity, reduce friction, and better guide users through the application process. The redesign contributed to bounce rate reduction **from 82% to 54%**.

BPH Mobile Banking

Mobile banking app. Designed improvements to core banking flows, contributing to app rating improvement **from 2.5 to 4.6** and recognition among leading Polish mobile banking apps.

RESQL

Award-winning school safety product supporting communication, reporting, and safety workflows in schools.

10/2010 – 7/2013

UX Designer

LemonMind, Poland (On-site)

Built foundational UX experience across research, usability testing, audits, prototyping, information architecture, UI design, analytics, and CMS-based web implementation.

- Conducted user research, scenario-based testing, interviews, and usability testing.
- Analyzed user behavior using **Google Analytics**, Usabilla, and **Loop11**.

- Facilitated stakeholder workshops and discovery sessions with business representatives.
- Performed usability audits based on Nielsen heuristics.
- Created wireframes, user flows, prototypes, and information architecture in **Axure RP**.
- Designed UI for web applications and websites.
- **Edited HTML and CSS** in CMS environments to support implementation and front-end refinement.

Skills

Product Vision & Strategy

Product Vision, UX Strategy, Product Discovery, Continuous Discovery, Problem Framing, Platform Thinking, Product Strategy, Business/User Alignment, Evidence-informed Product Decisions.

Complex Platforms & Enterprise UX

Complex B2B SaaS, Enterprise UX, Operational Workflows, Internal Tools, Data-heavy Workflows, Cross-product Workflows, Service-level Experiences, Information Architecture.

AI-enabled Product Design

AI-enabled Product Experiences, AI-assisted Design, AI-enabled Workflows, AI-powered Design System, AI Prototyping, Human-AI Collaboration, AI-supported Exploration.

Design Systems & Accessibility

Design Systems, Scalable Product Patterns, Component Documentation, Design Governance, Design-to-Engineering Handoff, Accessibility / WCAG, Inclusive Design.

Leadership & Influence

Mentoring, Design Critique, Workshop Facilitation, Stakeholder Management, Executive Communication, Product / Engineering / Research / Data Collaboration.

Tools & Workflow

Design & Prototyping

Figma, FigJam,, Stitch, Sketch, Adobe XD, Axure RP, Zeplin.

AI & Product Prototyping

Figma Make, Cursor, Claude, v0, Replit, Google Stitch.

Analytics & Research

Amplitude, DataDog, UXCam, Google Analytics, Optimizely, Loop11.

Collaboration & Delivery

Jira, Confluence, Linear, Notion, Miro, Slite, Slack, Microsoft Teams.

Design Systems & Handoff

Figma Libraries, Component Documentation, Design Tokens, Design System Governance, Design-to-Engineering Handoff.

Certifications & Training

07.2021

UX Upgrade: Workshop Facilitation - PW-UX-041-2021

Symetria Academy - UXalliance

05.2021

Accessibility / WCAG 2.1 Training

Kinaole - Piotr Źrółka - Digital Accessibility

08.2018

CliftonStrengths / Gallup Top 5

Individualization, Adaptability, Empathy, Ideation, Maximizer

Education

2000 – 2003

Bachelor's degree in Entrepreneurship and Management

Gdynia Maritime University