

Szymon Michalczyk

Senior Product Designer

Bydgoszcz, Poland | [LinkedIn](#) | [szmichalczyk.com](#) | [x.com/szmichalczyk](#)

Product designer with 15 years of experience building complex B2B SaaS and developer tools, currently at tonik where I've led design for startups from rough idea to shipped product.

EXPERIENCE

Head of Product Design (2024) / Lead Product Designer (2022) / Product Designer Apr 2020 — Sep 2026
Tonik *Poznań, Wielkopolskie, Poland*

Leading product design at tonik: a team of 16 designers at its peak, working with early-stage startups from first idea to shipped product. I own the quality bar, the career path, and hiring end to end, and I moved the team to AI-native delivery, with every designer prototyping with AI. I never stopped designing myself: the projects with the least room for error stay on my plate, including on-site product work through a16z Speedrun cohorts in LA and San Francisco.

Young Jury Dec 2018 — Dec 2024
Awwwards

Web Designer Nov 2017 — Mar 2020
PROFITROOM *Poznań, Wielkopolskie, Poland*

Designed concepts and custom web interfaces for the hotel industry.

Senior Product Designer, Design Leader Jan 2014 — Present
szmichalczyk.com

EDUCATION

Product Discovery Practitioner Jan 2022 — Dec 2022
Certification

Uniwersytet im. Adama Mickiewicza w Poznaniu Sep 2015 — Jun 2018
Engineer's degree in Computer Science

Thesis: Petly - a social application for animal owners. User Experience and UX testing.

PROJECTS

VC benchmarking SaaS, Meritech Analytics
Redesigned company profiles, metric charts, filters and lists for C-level use. Built a persistent filter sidebar and rebuilt a company selector over several iterations with saved lists by sector.

Cloud platform for thermodynamic computing chips, Extropic DevKit
Designed the dashboard and visual language from scratch for a hardware category that did not exist before. Created design system for a new class of AI chips.

Network for real estate agents, Courted
Led product design for 1.5+ years on desktop and mobile. Designed agent profiles, home feed, messaging, referrals, transactions, transaction matching, marketing reports, market insights, and team management. Every feature went through dozens of iterations shaped by feedback from founders' agent network.

Event calendar platform and sales materials, a16z Tech Week
Owned design for event calendar platform, websites, and sales deck. Brought heatmap and session-recording analysis to the client, which drove increased submissions.

Landing page for web agents, Browser Use
Designed landing page turning a technical product into a clear story. Client returned for platform redesign which I oversaw as another designer's lead.

Pitch deck for AI infrastructure company, LlamaIndex Series B pitch deck
Designed pitch deck turning technical product into compelling fundraising story.

Fiat-to-crypto Web3 checkout, Februar
Designed checkout experience for Web3 payment product.

Tech to end megafires, Wildfires
Designed product interface for wildfire prevention technology.

CERTIFICATIONS

Product Discovery Practitioner Certificate, Product Pro - AI&Product Management Experts Jun 2022

Google Analytics Individual Qualification, Google

Profil zespołowy na Dribbble - wsparcie biznesowe czy strata czasu?,

SKILLS

Team Management · Team Building · Team Leadership · Rapid Prototyping · Coaching · Design Team Coordination · Design Management · Product Design · Problem Solving · Design Leadership · Teamwork · Communication · User Flows · Mobile Design · Graphic Design · Grafika · Logo Design · Typografia · Reklama · Media społecznościowe · Projektowanie interfejsów użytkownika · Illustrator · Photoshop · Sketch · Projektowanie aplikacji stron internetowych · End-to-end UX/UI · Interaction design · Information architecture · Complex workflows · Data-dense dashboards · Multi-role permissions · Design systems · Visual design · UX writing · Discovery workshops · Figma · Framer · Claude Code · Cursor · Figma MCP · shadcn/ui · Code prototyping · AI-assisted design · B2B SaaS · Developer tools · AI infrastructure · VC analytics · Fintech · PropTech · Hardware design · Landing pages · Pitch decks · Heatmap analysis · Microsoft Clarity · Polish · English