Michał Puch

Senior Product Designer

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SUMMARY

Senior Product Designer with 15 years of experience in digital design, including 3.5+ years in retail banking (Bank Pekao S.A.; banking clients at Sopra Steria), as well as e-commerce (Fast White Cat) and healthcare (Roche). I design end-to-end journeys for mobile and web, build design systems that scale, and work as a real partner to Product, Engineering and stakeholders from discovery to release. I back design with research and data, and use AI tools (Claude with Figma MCP, AI-assisted HTML prototyping) to iterate faster.

EXPERIENCE

Senior Product Designer | Bank Pekao S.A. Jan 2026 – Nov 2026

- Designed end-to-end retail banking journeys across mobile and web, from discovery to release.
- Simplified complex financial and regulatory flows together with Product, Engineering and Compliance.
- Co-created the bank's design system and supported developers through build and QA.

Product Designer | Sopra Steria Feb 2023 – Jan 2026

- Built a scalable design system that made design-to-development handoff faster and more consistent.
- Worked in an international team with Product, Engineering and Data to define needs and own delivery.
- Turned research insights into hypotheses and prioritised roadmaps for new markets and features.
- Designed end-to-end journeys and high-fidelity prototypes for banking clients.

Senior UX/UI Designer | Fast White Cat Aug 2020 – Aug 2022

- Owned e-commerce features across iOS, Android and web, from product listings to checkout.
- Wireframed, prototyped and validated shopping flows focused on conversion.
- Contributed components and tokens to a cross-platform e-commerce design system.

UX/UI Designer | Roche Sep 2018 – Aug 2020

- Introduced a usability testing framework that made design iterations faster and better informed.
- Designed high-fidelity wireframes and prototypes for healthcare products used by global teams.
- Mentored junior designers and standardised design handover in a regulated environment.

UX/UI Designer | BBDO Dec 2016 – Sep 2018

- Designed key visuals and interactive landing pages for top brands.
- Supervised digital production across multi-channel campaigns.

Digital Designer & Art Director | Digital agencies 2011 – Nov 2016

- Delivered creative and UX solutions for web and social media campaigns at digital agencies.

SKILLS

Product design: End-to-end UX, interaction design, information architecture, mobile (iOS, Android), responsive web, rapid prototyping, micro-interactions

Design systems: Component libraries, variants, variables and design tokens, documentation, developer handoff in Figma Dev Mode

Research: User interviews, surveys, diary studies, usability and guerrilla testing

Accessibility: WCAG 2.2, inclusive design, accessibility guidelines for design systems

Data & experimentation: A/B tests, funnels, cohorts, post-release analysis

AI in workflow: Figma AI, Claude with Figma MCP (design-system context, Code Connect), AI-assisted HTML prototyping

Tools: Figma (expert: Auto Layout, Variables, Component Properties, Interactive Components, Prototyping), FigJam, plugins

Collaboration: Cross-functional teams, stakeholder management, design critiques, mentoring

LANGUAGES

Polish: native | **English:** C2

EDUCATION

MSc in Architecture & Urban Planning | Rzeszów University of Technology