

Patryk Liberda
Senior UX/UI Designer

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Cracow / Poland
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Senior UX/UI Product Designer with 8+ years of experience across operations systems, Blockchain, E-commerce, B2B, and Mobile app. I design user-centered, scalable solutions aligned with business goals, leveraging AI-assisted workflows.

Ideacto

Senior UX/UI Designer
09.2024 - 04.2026

[Figma](#) [Design Systems](#)
[Jira](#) [Confluence](#)
[Claude code](#) [Figma make](#)
[Slack](#) [Miro](#) [Lottie](#)
[Adobe \(Ai,Ps,Ae,Pr\)](#)
[Microsoft 365](#)

- Owned end-to-end design of Sealcoin, a blockchain platform enabling AI-powered autonomous devices to operate and transact independently, including data visualization for device activity and transaction monitoring.
- Designed and scaled a Hedera-based learning platform [LMS] to 100k+ users, driving iterative improvements through continuous user research.
- Designed the iD Trust mobile app for iOS and Android, delivering UX/UI across both platforms.
- Co-created a design system spanning 5 products - defining design tokens, component and variable architecture, and implementation standards alongside engineering.

Eko-Okna

Senior UX/UI Designer
02.2023 - 09.2024

[Figma](#) [FigmaJam](#) [Miro](#)
[Jira](#) [Confluence](#)
[Claude](#) [Figma make](#)
[Miro](#) [Adobe](#)
[Google Workspace](#)

- Drove end-to-end design of internal platforms for logistics, production and sales at one of Europe's largest window manufacturers.
- Participated in usability testing to surface operational bottlenecks and simplify complex business workflows.
- Translated business requirements and user insights into validated solutions, from process mapping and discovery through delivery.

Velocity (freelance)

Senior UX/UI Designer
2022 - current

[Figma](#) [FigmaJam](#)
[Claude code](#)
[Adobe \(Ai\)](#) [Slack](#)
[Google Workspace](#)

- Led redesigns of 4 large-scale e-commerce platforms (Bebio, PWN, Egmont, Syngenta Europe), serving millions of users per year with catalogs up to 250k-500k SKUs.
- Optimized critical shopping journeys, product discovery, add-to-cart and checkout and ran workshops directly with clients.
- Improved conversion and reduced funnel drop-off through iterative UI redesign

Lethe

Senior UX/UI Designer
10.2021 - 12.2022

[Figma](#) [Adobe](#) [Slack](#)
[Miro](#) [Adobe](#) [Slack](#)
[Google Workspace](#)

- Delivered end-to-end product design for blockchain apps across BAYC, MAYC and the Diesel Marketplace NFT, shaping financial and token-management experiences for global Web3 communities.
- Contributed to UX/UI for Fanadise, a creator marketplace connecting influencers with audiences via tokenized experiences.
- Designed web and mobile flows for token purchasing, staking and rewards, simplifying complex blockchain interactions for end users.

Funktional

Mid UX/UI Designer
12.2019 - 09.2021

[Figma](#) [Adobe XD](#) [Slack](#)
[Axure](#) [Sketch](#)
[Adobe \(Ai,Ps,Ae,Pr\)](#)
[Miro](#) [Google Workspace](#)

- Owned end-to-end design of Atrium, a blockchain platform built for UNICEF - from UX concepts and wireframes to UI, design system and developer handoff.
- Designed content platforms and marketing sites (Tymbark, Alcalia), translating business goals into user-centered experiences.
- Supported multiple client projects with UX/UI solutions, design assets and rapid interface improvements.

Joymile

UX/UI Designer
02.2018 - 11.2019

[Adobe XD](#) [Slack](#)
[Adobe \(Ai,Ps,Ae,Pr\)](#)

- UX/UI design for a startup mobile app focused on car trading (iOS and Android), shaping key user journeys and mobile flows.
- Delivered end-to-end mobile screens from wireframes to polished UI, balancing usability with a clean, conversion-oriented interface.

Hyperdata

Visual / UI Designer
02.2017 - 01.2018

[Adobe XD](#)
[Adobe \(Ai,Ps,Ae,Pr\)](#)

- Designed UI for landing pages and marketing sites, translating campaign goals into simple, effective layouts.
- Produced supporting visual assets - custom illustrations and icon sets - to strengthen brand presence across digital channels.

OTTO Work Force Polska

Graphic Web Designer
11.2015 - 10.2017

[Adobe \(Ai,Ps,Ae,Pr\)](#)

- Supported marketing teams with graphic design, web design and UX/UI deliverables across digital campaigns and online platforms.

AI Skills

[Claude code](#) [Claude](#)
[Google Stitch](#) [Lovable](#)
[Codex](#) [ChatGPT](#)
[v0-vercel](#) [Lottie](#)

Applied AI-assisted workflows across product design, rapid prototyping, documentation automation, content creation, and front-end development, accelerating delivery while creating responsive landing pages, interactive prototypes, and scalable design system documentation.

UX/UI skills

[User Research](#) • [Usability Testing](#) • [Wireframing](#)
[Prototyping](#) • [Information Architecture](#)
[Interaction Design](#) • [Design Systems](#) • [Accessibility \(WCAG\)](#)
[Design Tokens](#) • [Responsive Design](#) • [Developer Handoff](#)

Education

Public High School of Fine Arts in Opole
Specialization: Visual Advertising
2009–2013

Languages

Polish
Native

English
B2

Hobby

[Rap](#) [Painting](#) [Hiking](#)

I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).