

OVERVIEW

I design where space, systems, and people meet.

One question connects all of it: how do people relate to the systems and spaces around them, and how do we design those to actually serve them?

After seven years designing end-to-end product experiences, I'm now moving toward service design for social and public challenges. I work research-first and hands-on, using AI to turn insight into working solutions.

PROFESSIONAL EXPERIENCE

AI Product Masterclass — Nueve Design

2026 · 5-WEEK INTENSIVE

- Designing and shipping AI-native products end-to-end using Claude Code, Claude Design, and Figma MCP, taking an idea to a functional, deployed product within the program.
- Integrating AI across the full product lifecycle: ideation, research synthesis, prototyping, and evaluation.

Independent Product Work

OCT 2023 – CURRENT

- Ran an independent design practice combining UX methodology with AI tools (Claude, Midjourney, ChatGPT) to test ideas from concept through launch.
- Practical, execution-focused workflows using no-code / low-code tools, building independently without traditional engineering handoff.
- Published "Magic Star", a children's book on Amazon, using storytelling and user-centered design to make a complex topic accessible to young readers.
- Creative practice across ceramics, textile art, and illustration, bringing a hands-on, material sensibility to digital work.

Nowa Itaka / Axabee — in-house product studio

2018 – 2023

Promoted from UX & Researcher to UX & Interface Designer

RESABEE — END-TO-END BOOKING SERVICE (1.4M ANNUAL RESERVATIONS)

- Led end-to-end UX/UI design from discovery through implementation: stakeholder workshops with tour operators and travel agencies, user interviews, personas, and journey maps.
- Designed information architecture and user flows for complex booking workflows; developed interactive Figma prototypes iterating from wireframes to high-fidelity mockups.
- Facilitated design reviews with cross-functional teams and presented concepts to the management board, securing buy-in for design direction.
- Created and maintained design-system components ensuring consistency across modules; collaborated with developers throughout implementation, providing specs and conducting design QA.

ITAKA 3.0 — PLATFORM REDESIGN

Research & Strategy

- Led comprehensive multi-method user research: 15+ in-depth interviews on interactive prototypes, contextual interviews with travel-agency staff, field observations of booking workflows, A/B testing, surveys, and intercept interviews in shopping centers.
- Synthesized findings into a service audit and strategic recommendations that shaped the complete platform redesign; facilitated stakeholder workshops presenting insights through data visualization and storytelling.

Booking Process Innovation

- Designed an innovative package-customization system transforming how customers build and purchase travel packages; created end-to-end booking flows introducing new ways to present and combine offers.
- Developed prototypes and conducted usability testing to validate the approach: **20% increase in average cart value.**

Performance & Conversion Optimization

- Conducted a UX audit identifying bottlenecks and mobile usability issues; redesigned critical user paths and mobile interfaces in collaboration with engineering.
- Delivered **0.3s load time** and a **50% mobile conversion increase.**

REPAPP — TABLET APPLICATION

- Owned the complete service design lifecycle from concept to launch, including discovery research (field observations, contextual interviews with tour representatives) and synthesis into problem statements and opportunity areas.
- Defined the MVP through collaborative prioritization workshops; created user flows and interactive prototypes optimized for tablet and field usage.
- Conducted iterative usability testing including field testing at airports; designed real-time communication features (chat, video calls).
- Worked in Agile sprints, participating in daily standups and sprint planning.
- **50% reduction in airport waiting time** and a **30% decrease in office work.**

ITAKA MOBILE APP — OPTIMIZATION (IOS, ANDROID)

- Conducted heuristic evaluation and competitive analysis (Booking.com, Airbnb) identifying improvement opportunities; designed enhanced search flows and filters through wireframes and interactive prototypes.
- Collaborated with the product team on feature prioritization and implementation.
- Contributed to the project winning a **Mobile Trends Award**, a **210% YoY sales increase**, and a **4.7/5 Google Play rating.**

Vita Management

2016 – 2018 · ARCHITECT

- Audited oncological hospital complexes through a service lens — mapping patient journeys and staff flows across departments to identify bottlenecks and improve how people navigate complex care environments.
- Synthesized findings into spatial and functional recommendations that improved service efficiency and the patient experience.
- Delivered renovation projects for medical clinics and pharmacies, and heritage revaluation of industrial buildings — bridging conservation practice with human-centred design.

EDUCATION

User Experience Design

2017–2018 · SWPS UNIVERSITY, POLAND · POSTGRADUATE DIPLOMA

End-to-end e-commerce project with a clickable Axure prototype; empathy mapping, user flows, and customer-journey mapping.

Architecture & Urban Planning

2010–2015 · WROCŁAW UNIVERSITY OF TECHNOLOGY, POLAND · MASTER'S DEGREE

Specialization in Heritage Conservation.

SKILLS & TOOLS

Claude Code

Claude Design

Figma

Interactive prototyping

Design systems

WCAG 2.2

JIRA

Agile

User research

In-depth interviews

Usability testing

Journey mapping

User personas

Service blueprints

Wireframing

Information architecture

Stakeholder workshops

Cross-platform (iOS, Android, Web)

Languages

English (C1) · Polish (native) · Spanish (A2) · Norwegian — actively learning

SELECTED PROJECTS

Resabee — cloud-based SaaS platform and enterprise booking system for tour operators.

Itaka 3.0 — award-winning e-commerce redesign for a leading travel operator.

Itaka App — mobile app enhancing the travel and booking experience.

RepApp — tablet application bridging physical and digital customer service.

Magic Star — self-published children's book pairing AI-generated illustration with narrative design.

My Art — e-commerce shop for AI-generated digital artwork.

REFERENCES

Katarzyna Gajewska — Head of User Experience & Design, Axabee · reference for the Itaka projects

Jagoda Angier — Product Owner, Axabee · reference for RepApp

Grzegorz Kamionka — Director of Product, Booking Systems, Itaka · reference for Resabee

LINKS

Architecture portfolio & recommendations — [Google Drive](#)

LinkedIn — [linkedin.com/in/wioleta-wojcik](https://www.linkedin.com/in/wioleta-wojcik)