



Maciek Żabniak

Staff Product Designer (ex-Head of Product Design)

Poland (Remote)

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English — C1

Polish — Native

Profile

Product Designer with 15+ years of experience across **Banking, FinTech, Insurance, Real Estate and complex operational systems.**

I design how products work in real-world conditions — structuring workflows, aligning teams, and reducing complexity.

My work connects product, operations, and engineering to enable better decisions, faster delivery, and scalable systems.

Core Strengths

- Structuring complex products and operational workflows.
- Aligning product, business, and engineering around decisions.
- Bridging strategy, execution, and delivery.
- Building strong relationships and communicating clearly across teams.
- Active listening and analytical thinking.
- Strategic thinking and problem framing.

Tools & Workflow

- Figma, Cursor, AI-assisted prototyping.
- Stakeholder / Investor Workshops, Discovery Workshops.
- Design Thinking, Double Diamond, Design Sprint.
- Agile / Scrum, Startup Environment.
- UX3.0 / AI-First.

Experience

Staff Product Designer

12/2023 - 2/2026 SFR3 Fund, USA (Remote)

- Led product design across complex operational systems supporting large-scale property management.
- Worked across product, operations, and engineering to structure workflows and improve how decisions are made in the field.
- Improved how operational systems function in practice across inspections, maintenance coordination, task execution, and planning — increasing predictability, reducing friction, and enabling more reliable execution at scale.
- Contributed to improving service quality and operational efficiency by making workflows clearer, more structured, and easier to execute across teams, vendors, and field operations.
- Partnered with leadership to shape product direction and align delivery across multiple interconnected systems.

AI-Powered Design System

Built and evolved a design system that improved team efficiency, increased product consistency, and enhanced developer handoff. It later became the **foundation for an internal AI tool** that generated UI from reusable components, enabling developers to **create interfaces independently** for simpler and mid-complexity tasks.

FlightDeck - Desktop Platform Supporting Business Operations

Designed a platform that centralized previously fragmented operational data and resident self-service into a single source of truth for field teams and customer support. The solution streamlined issue handling, **reduced operating costs**, and supported **lower churn** as well as **higher lease renewal** rates.

OnSite - Mobile App for Field Operations

Analyzed and designed new features and workflows supporting home maintenance and customer issue resolution. The result was a **5% reduction in churn**, an **8% increase in lease renewals**, and further operating cost savings.

Senior Product Designer

11/2022 - 11/2023 SFR3 Fund, USA (Remote)

- Redesigned key product areas, improving clarity and usability of core workflows in a complex operational environment.
- Built foundations for a scalable design system supporting multiple product areas.
- Collaborated closely with engineering to deliver production-ready solutions.

OnSite - Mobile App for Field Operations

Redesigned OnSite mobile app, unlocking strategic operational capabilities and improving the company's core workflows. This led to lower operating costs and better resource allocation, contributing to a cost reduction of **more than 25%**.

American Avenue – Mobile and Desktop Listing Website

Designed a rental listing experience that structured property presentation and made it easier for prospective residents to move into the touring and leasing flow. The outcome was an **80% increase in house visits** and a **50% increase in lease digital conversion**.

Head of Product Design

03/2020 - 10/2022 Speednet — Software Development Studio (Hybrid)

- Built and scaled a design function into a structured capability supporting product development, delivery, and sales.
- Defined how design operates within the organization — including team structure, workflows, and collaboration with engineering and clients.
- Integrated design into early product and sales processes, helping structure product conversations and reduce ambiguity in product definition.
- Helped teams navigate complex problems and make decisions in fast-moving project environments.
- Acquired and expanded relationships with key product design clients, including Volvo, Onet, Wolters Kluwer, Generali, and Bancovo.

Senior UX designer

08/2013 - 02/2021 Speednet — Software Development Studio (Hybrid)

- Led product discovery and design across fintech and enterprise client projects.
- Translated business requirements into structured product flows and interaction models.
- Facilitated workshops and worked closely with stakeholders and engineering teams.
- Delivered end-to-end design from concept to implementation.

POP Mobiili

Designed the POP Mobiili banking app, where I evolved the UX and introduced new sales-driving services, including mutual fund distribution. The solution contributed to a **20%** increase in insurance sales, a **126%** increase in in-app sales, and an improvement in app store ratings **from 3.2 to 4.5**.

RSQL

Created RSQL, a school-focused platform consisting of a mobile app and an back-office panels, which received the **Grand Prix “Pro Societas Bono,”** the Diamond Award, **1st place** in Warsaw Booster’21, the **Innovator of Mazowsze 2021** title, and an **award** from the Polish Minister of Education and Science.

Bancovo.pl

Redesigned the loan inquiry form by removing friction points that were hurting conversion and simplifying the consent flow. The changes improved user progression between steps and **reduced the bounce rate** at a key point in the journey **from 82% to 54%**.

BPH Mobile Banking

Designed from scratch the mobile banking app for Bank BPH, recognized in 2016 as one of **the best mobile banking** apps in Poland. User ratings across Google Play and the App Store increased **from 2.5 to 4.6**.

UX Designer

10/2010 - 07/2013 LemonMind

- Conducted research, workshops, and early-stage product design.
- Supported product definition and prototyping across multiple projects.

Various Roles

11/2003 - 07/2013

Built early experience across sales, marketing, and e-commerce — forming a strong foundation for understanding how business, users, and products connect.

Education

Management

Gdynia Maritime University

Bachelor of Entrepreneurship

GDPR Privacy Policy

I hereby give consent for my personal data included in my application to be processed for the purposes of the recruitment process under the European Parliament's and Council of the European Union Regulation on the Protection of Natural Persons as of 27 April 2016, with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (Data Protection Directive).