

Olaf Otrząsek

SENIOR PRODUCT DESIGNER

Product designer with 7+ years in SaaS. I design how a product works as much as how it looks, find what to fix in the data and ship it myself with Claude Code. At edrone I also covered the PM role, so I owned design end to end, from research to production.

Check my portfolio [right here](#), and get in touch at ✉ olafotrzasek@gmail.com, ☎ [+48 732 188 613](tel:+48732188613) or [in](#) LinkedIn.

EXPERIENCE



SENIOR PRODUCT DESIGNER & TEAM LEAD / EDRONE

NOV 2022 — MAR 2026

- AI-powered marketing automation and CRM for e-commerce, serving 7,000+ stores in Poland and Brazil.
- Owned **product strategy** and how edrone designs and builds. I set up the **design process**, rebuilt most of the product over 3 years, and designed the company's **first product-led channel** after ten years of sales-led growth, reaching **5,050 stores in 11 months** with **7.8% converting to paid**.
 - Led **product discovery** to find **growth opportunities** beyond the core product, combining user interviews with data from Amplitude.
 - AI** turned me from a designer who hands off into one who **ships code**, so I redesigned and shipped **signup in 5 hours** with Codex, lifting conversion by 200%, and built a **UX-audit agent** on Claude that walks flows like a user to flag what's wrong.
 - Built the **design system** from scratch, with **50+ Storybook components** built to WCAG standards and **interactive prototypes** as specs. Every change went through Chromatic for my approval, and Codex built from it directly.
 - Grew and led the **design team from solo to four**, and ran recruiting.



PRODUCT DESIGNER / DEEPSOLVER

NOV 2020 — OCT 2022

Sole product designer on Deepsolver and [PLO Genius](#), **built from zero** across research, UX and UI. Four years on, PLO Genius, the first PLO solver to run in a browser, has **120+ paying subscribers** and **10+ platforms** licensing the engine, its main revenue channel.



UX DESIGNER / EQ SYSTEM

SEP 2019 — JUL 2020

Designed modular ERP, CRM and HRM systems across desktop, tablet and mobile for enterprise clients.



JUNIOR UX/UI DESIGNER / INVENTIVE SOFTWARE

JAN 2019 — JUN 2019

Designed interfaces for real estate and e-commerce platforms as my first UX/UI role.

SKILLS

PRODUCT	Product strategy, Product discovery, User research, Usability testing, Product-led growth
DESIGN	Figma, Prototyping, Design systems, Accessibility (WCAG)
TOOLS	Amplitude, HTML, CSS, Claude Code, Codex
LANGUAGES	English C1, Polish native

EDUCATION



BACHELOR OF MANAGEMENT / WSB UNIVERSITY

2017 — 2020

Business Psychology, focus on consumer behaviour and decision-making.