



Rashchynskaya Lizaveta

Product Designer · Design System Owner

[Let's jump to my portfolio](#) ↗

Cracow, Poland

liza.rashchynskaya@gmail.com

+48 517 966 957

Experience

Product Designer · Design System Owner, Cyberfolks Feb 2025 — now

- **Robo_Folks AI Assistant** — led the end-to-end redesign of the AI experience, introducing a new interaction model later adopted across the group. Trustpilot rating increased from 3.2 to 4.7 after release.
- **Website redesign** — leading the redesign across information architecture, visual direction, conversion surfaces, and onboarding flows; defining scalable UI patterns and improving the end-to-end customer journey.
- **Design System Owner** — initiated and led the company design system; built the Figma component library, established guidelines and governance, and drove consistency across multiple products and teams.
- **Product discovery & delivery** — work directly with stakeholders to research problems, define user flows, create prototypes, and present design solutions with clear rationale.
- **SEO platform & advertising dashboard** — designed data-heavy interfaces, tables, filters, and campaign workflows for B2B users.
- **Additional: Brand & Social Design** — created recurring campaign systems and social content for company and client campaigns.

UX/UI Designer, Codabrasoft Jun 2024 — Feb 2025

- **B2B task management platform** — designed a tablet-first interface for complex workflows and data-heavy screens, translating business requirements into clear and scalable product flows.
- **Worked on information architecture, interaction design, responsive layouts, and high-fidelity prototypes for a US-based client.**
- **Codabrasoft website** — designed the visual direction and web architecture for the agency's main website.

UI Designer, Comarch Oct 2022 — Jun 2024

Freelance Designer 2021 — now

- **LUXA (LED brand)** — product catalogue, 10+ screens, desktop + mobile; delivered to development
- **Websites and landing pages for clients across industries**
- **Sue (skincare brand)** — manage Instagram content strategy and design: campaign posts, promo graphics, and social storytelling

Education

Cracow University of Technology Oct. 2020 — Feb. 2024

Applied Computer Science

About me

Product Designer with experience designing B2B SaaS, AI-powered products, complex web platforms, and scalable design systems. I work end-to-end — from research and information architecture to interaction design, prototyping, testing, and implementation. Experienced in working closely with stakeholders and developers, translating complex requirements into clear and scalable product experiences.

AI Tools

Claude Code + Figma MCP · ChatGPT · Wispr Flow · Figma Make · Lovable · NotebookLM · Granola · Paper Design and more

Skills

Product Design
UX & Interaction Design
Design Systems
HTML/CSS, React
Visual & UI Design
Information Architecture
Wireframing & Prototyping
Research & Analysis
A/B Testing
Stakeholder Communication
Design Thinking

Languages

Polish	Full professional proficiency
English	Professional working proficiency
Belarusian	Native
Russian	Native