

Filip Pokłosiewicz

UX/UI Designer & Engineer

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Summary

I've designed for everything from small businesses and private clients to larger organizations – from Lamela to corporations like Elemental Group.

I have **12 years** of experience in UX-driven engineering – including UX research, information architecture, user flows, and building scalable design system with accessibility (WCAG) in mind.

Last 3 years also focused on mobile UX & iOS Development.

Founder of CoffeeDrop.app, a live iOS app from design to iOS development. My UX research is qualitative and embedded directly in the process – client and stakeholder interviews, usability observation with real users (e.g. on CoffeeDrop, watching how people actually use the app), competitor research, and analytics-driven insights from tools like Google Analytics and Microsoft Clarity.

Self-taught across the full toolkit – **Figma, Adobe, WordPress, HTML/CSS and Swift** – which lets me design solutions that stay grounded in what's technically feasible.

AI tools are part of my daily workflow, from research synthesis to rapid prototyping and code generation.

I adapt quickly to new tools and technologies, and genuinely enjoy learning them.

Experience

CoffeeDrop.app / UX/UI Designer / iOS Developer / Founder

MAY 2023 – PRESENT

- Led the full UX process, from user research and interviews through journey mapping, information architecture, and wireframes to hi-fi Figma designs.
- Iterated on key flows based on user feedback and live analytics – search, place discovery, and account management.
- Building a Figma design system based on the app's existing SwiftUI screens, then redesigning views from that system – the same process needed to migrate a legacy interface into a documented design system.
- Designed and integrated the CoffeeDrop.app dashboard and website to match the product, connecting data flow between Swift, WordPress and Firebase.
- Combined traditional design and engineering skills with AI coding and problem solving tools.

Freelance / UX/UI Designer / Web Designer / Web Developer

MAR 2016 – PRESENT

- Led end-to-end projects – from user flows, wireframes and prototypes in Figma to implementation – for clients in services, e-commerce and lifestyle.
- Created design systems and component libraries tailored to client's technical stack (Elementor, ACF, CPT, Shopify).
- Designed CMS UX – an editing environment built for the site owner, not just the visitor-facing interface.
- Customised WooCommerce and site dashboards to match each client's workflow and needs.
- Designed Meta Ads creatives, campaign banners and landing pages, plus presentation decks – often writing the e-commerce copy myself.
- Facilitated client workshops – working directly with stakeholders to translate business goals into design decisions; multilingual implementations (PL/EN/JP).

Investnet.pl / Web Designer and Developer / UX/UI Designer

JAN 2021 – FEB 2023

UX audits

Building and customising WordPress sites, custom HTML/CSS templates

Building and managing WooCommerce stores

E-commerce copywriting

Social media graphics

Szybko.pl / Web & Graphic Designer

FEB 2012 – MAR 2016

Designed website layouts, social media banners and colour systems.

Education

University of Warsaw / Philosophy

2003 – 2005

Left to pursue a career in design

Skills & Languages

UX & Product:

User research & interviews · User journey mapping ·

Information architecture · Wireframing (lo-fi & hi-fi) ·

Usability analysis · Full product ownership · WCAG – conscious accessibility (contrast, hierarchy, readability)

UI & Design:

Design systems · Components, variants · Auto layout ·

Responsiveness · typography · Meta ADS · Presentation

design · E-commerce copywriting

Engineering Tools:

iOS – SwiftUI / UIKit · Xcode · Git · WordPress · Elementor ·

ACF · HTML5 / CSS3 · Shopify · Framer · PHP · Google

Analytics · Firebase Analytics · Microsoft Clarity

Design Tools:

Figma · Photoshop · Illustrator · FigJam · CapCut

AI Tools:

Claude Code · Claude Design · ChatGPT

Languages:

Polish (Native)

English (B2/C1)

Clients & Cooperations

[Polin](#) · [Muzeum Powstania Warszawskiego](#) · [Mamastudio](#) · [Lamela](#) · [FRSI.ORG](#) · [Elemental Group](#) · [Dollina.co](#) · [dwcreative.group](#), · [Dominik Robak studio](#)