

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, as well as cultural institutions like POLIN Museum and the Warsaw Rising Museum.

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

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
- Facilitated client workshops – working directly with stakeholders to translate business goals into design decisions; multilingual implementations (PL/EN/JP).

Elemental Group / UX/UI Designer + Developer (freelance collaboration)

MAR 2022 – APR 2024

Ran workshops with the client, designed menu structure and wireframes
Designed and built multiple pages across a large, multi-continent corporate site

Polin / UX/UI Designer + Developer (freelance collaboration)

JAN 2020 – SEP 2021

Collaborated with the education team at POLIN Museum of the History of Polish Jews
Ran workshops with the client, designed menu structure and wireframes
Designed and built the project site, including an archive page showcasing the program schedule and events

Mamastudio / UX/UI Designer + Developer (freelance collaboration)

JAN 2016 – FEB 2021

Ran workshops with the client, designed IA and wireframes
Developed warszawawarsaw.com – a city guide to events and things happening in Warsaw

FRSI / UX/UI Designer + Developer (freelance collaboration)

JAN 2017 – DEC 2021

Ran workshops with the organisation, designed IA, wireframes and hi-fi layouts
Designed and built edukacja-finansowa.org – a full platform from scratch
Designed and developed multiple additional project sites for the organisation

Muzeum Powstania Warszawskiego / UX/UI Designer + Developer (freelance collaboration)

MAY 2016 – NOV 2016

Ran workshops with the client, designed IA and wireframes

Investnet / UX/UI Designer / Web Developer

JAN 2019 – FEB 2020

UX audits
Building and customising WordPress sites, HTML/CSS
Building and managing WooCommerce stores
E-commerce ux
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

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](#)