

Alex Kiersnowski

Lead Product Designer · Warsaw, Poland

alex.kiersnowski@gmail.com · linkedin.com/in/alexkiersnowski · kiersnowski.com

Stack

Anthropic · OpenAI · Claude Code · Cursor · Figma · Next.js · TypeScript · Supabase (Postgres) · Vercel · Tailwind CSS · shadcn/ui · Radix

Summary

Lead Product Designer with 10+ years experience owning products from strategy to production, at the intersection of design leadership, product strategy, and engineering, defining what gets built, why, and shipping it. Specialising in highly complex systems and technical architectures, including full-stack product builds with LLM integrations via Anthropic and OpenAI.

Experience

Freelance — Braza

March 2026 – Present · Warsaw, Poland

Full-stack bilingual operations platform for a performance nutrition business, designed and built solo as founding technical infrastructure.

- Engineered a macro calculation engine using Mifflin-St Jeor BMR, PAL multipliers, and protein yield modelling across 8 biometric inputs producing fully personalised meal plans and weekly pricing per client, enabling a personalised nutrition model that would be operationally impossible to deliver manually
- Built a production sheet system generating per-meal kitchen briefs with yield-adjusted shopping lists, eliminating manual calculation entirely across every weekly order cycle
- Integrated Anthropic Claude API as a context-aware natural language command bar reducing order entry to under 1 minute per customer, processing 100+ weekly orders in under an hour via conversational prompts, fully bilingual in English and Polish

Stack: Next.js · TypeScript · Supabase (Postgres) · Tailwind CSS · shadcn/ui · Anthropic Claude API · next-intl · Vercel

Founder — Fiive

March 2024 – Feb 2026 · Remote

B2B SaaS agency-client operations platform centralising requests, tasks, projects, and collaboration in a shared workspace.

- Led end-to-end product research under JTBD framework, conducting 19 interviews with senior agency and client stakeholders and synthesising findings into feature prioritisation
- Architected a secure multi-tenant backend with RLS policies and a broad relational domain model ensuring zero data leakage across organisation boundaries
- Integrated production billing via Stripe with webhook processing, signature verification, and full payment lifecycle management

- Designed for scale from MVP with virtualised rendering and query performance optimisation verified to 10,000+ tasks per organisation
- Compressed an estimated 12 months of development into 12 weeks using AI-assisted workflows, eliminating an estimated €250-500K in initial funding requirement
- Launched to 20+ organisations with active users across agency and client roles

Stack: Next.js 15 · React 19 · TypeScript · Supabase (Postgres) · Tailwind CSS · Radix · shadcn/ui · TanStack · Stripe · Resend · Vercel

Lead Product Designer — BPP

Jul 2023 – Mar 2024 · London, UK · Hybrid

One of the UK's largest professional education providers.

- Led design system build from scratch across a large-scale digital transformation, establishing token structures, component architecture, and design language adopted organisation-wide
- Acted at the heart of the digital transformation between multiple teams across Product and Technology ensuring consistency throughout the programme

Senior Product Designer — eBay / Adevinta

Sep 2021 – Sep 2022 · Berlin, Germany · Hybrid

Adevinta acquired eBay Kleinanzeigen during this engagement.

- Built a global design system spanning B2C, C2C and C2B, integrated directly into the development pipeline via Storybook and Jenkins
- Led UX for trade-in functionality on mobile.de and localised the system post-acquisition for Canadian and Australian markets

Senior Experience Designer — Konrad Group

Mar 2020 – Sep 2021 · Toronto, Canada

Full-service digital consultancy delivering strategy and design for global brands.

- Led UX for WestJet's in-flight entertainment system deployed across 150+ aircraft serving 22 million guests annually
- Redesigned Deloitte KX and restructured the information architecture for Marks & Spencer's mobile app

Further 5+ years prior experience in junior and mid-level roles across London agencies.

Languages

English (Native) · Polish (A1) · Spanish (A2)