



## ANNA PRZASTEK

PRODUCT DESIGNER (UX) | ACCESSIBILITY (WCAG) | PRODUCT STRATEGY

a.k.przastek@gmail.com | <https://annaprzastek.com> | LinkedIn: [/anna-przastek](#)

Open to full-time employment or freelance (B2B).

Senior Product Designer with 7+ years of experience in SaaS, data-heavy dashboards and accessibility-first UX. I lead discovery-to-delivery cycles, translate research into measurable outcomes, and deliver scalable design systems aligned with business KPIs. Strong technical background enabling smooth collaboration with engineering teams.

### CORE STRENGTHS

#### Product & UX:

- Product Discovery to Delivery
- UX Strategy & IA
- Prototyping & Validation
- Design Systems

#### Research & Business:

- User Research & Testing
- Requirements Analysis (Business & Functional)
- Market & Competitor Benchmarking
- Accessibility (WCAG/EAA) & KPI-driven Decisions

### PROFESSIONAL EXPERIENCE

#### **Efigence - Senior Product Designer**

Oct 2025 - Present · Remote · Fintech/Banking/Public Sector

- Led WCAG 2.1 AA accessibility audits and remediation guidelines for enterprise digital products
- Conducted UX analysis, heuristic reviews and usability evaluations to identify friction points
- Facilitated stakeholder workshops to align requirements, risks and delivery priorities
- Delivered structured UX documentation supporting developers and product teams
- Supported multi-product teams with scalable UX patterns and EAA compliance readiness

#### **Absolut Systems - Product Owner & Senior Product Designer**

Aug 2025 - Nov 2025 · Remote · Fintech/Edutech/SaaS

- Owned discovery and requirements process: workshops, stakeholder alignment and problem framing
- Built product backlog and documentation enabling structured delivery with engineering teams
- Defined KPIs, success metrics and prioritization model to support roadmap planning
- Delivered UX audits, benchmarking and strategic recommendations for product growth
- Designed end-to-end UX and ensured WCAG-ready implementation guidelines

#### **Kangwon Land - Product Designer Consultant**

Jun 2025 - Aug 2025 · Remote · Casino/Entertainment

- Delivered end-to-end UX concept and MVP prototype for international casino product expansion (EU/US), based on market and competitor analysis
- Worked with compliance and localization stakeholders to ensure regulatory readiness and scalable rollout

#### **Flya - Product Owner**

Apr 2025 - Jul 2025 · Remote

- Owned product backlog, requirements, architecture and delivery alignment with engineering and QA
- Developed acceptance criteria and telemetry plans, enabling iterative scaling and validated UX improvements
- Defined KPI framework and experimentation cadence to drive product decisions based on data
- Coordinated cross-functional stakeholders and ensured seamless handoff to execution teams
- Highlighted work and outcomes in a dedicated case study: [annaprzastek.com/ai-first-marketplace](https://annaprzastek.com/ai-first-marketplace)

#### **Aurelis Group - UX/UI Consultant**

Mar 2025 - Apr 2025 · Remote · Hi-Tech/Automotive

- Conducted UX audit -> redesign -> validation; +25% usability score, -30% task friction after rollout.

#### **MeetMatch - Lead Product Designer (sole) & Data-Viz Engineer**

2021 - Mar 2025 · Remote (Belgium) · Network AI Events/SaaS/B2B/B2C

- Owned discovery-to-delivery cycles for analytics and event-management platforms, partnering directly with PMs and engineering teams
- Delivered complex UX for dashboards, reporting, advanced settings, balancing usability with technical constraints
- Established scalable design system and UI standards, reducing inconsistencies and enabling faster product scaling across 3 platforms
- Drove WCAG-aligned accessibility and usability improvements through testing loops and KPI-driven

## **Nova Group SA - UX Specialist**

2021 - 2022 · Remote · Fintech/Health/Beauty/Edutech

- Ad-hoc usability audits and user testing across multiple products; delivered WCAG-aligned dashboards and reporting.
- +35% accessibility score in key modules.

## **Julia Style - UX/UI Designer**

2019 - 2021 · Remote · E-commerce

- E-commerce funnel redesign, research & testing for conversion; +18% purchase conversion, +22% returning customers.

## **Noi Quattro - Product Designer**

2019 · Remote · Restaurant SaaS

- Sole UX/UI from research to delivery; 3x increase in online reservations post-launch.

## **INTERSHIPS (PROFESSIONAL EXPERIENCE)**

### **Pedagogium - UX Research & Analyst Intern**

Sep 2018 - Sep 2020 · Poland

- Ran end-to-end UX research (usability tests, interviews, surveys), informing roadmap decisions.
- Created wireframes, user flows, and prototypes in Figma and Balsamiq; collaborated with developers for implementation.
- Analyzed feedback and behavioral data to improve task completion rates.

### **Comarch - Full-Stack Development Intern**

May 2016 - Sep 2018 · Poland

- Contributed to front- and back-end for an internal SaaS platform; built interactive UI components (React, Vue).
- Performed A/B testing to enhance user engagement and task completion.

## **PUBLICATION**

Author - Beyond the Canvas: Metrics-Driven Product Design Strategy (Amazon, Apple Books, Kobo, in 51 countries).

## **TOOLS & EXPERTISE**

- Product & UX: Figma, Wireframing, Prototyping, Design Systems, IA, User Flows, Responsive Design
- Accessibility: WCAG 2.1 AA, Inclusive Design, EAA Readiness
- Research: Usability Testing, Interviews, Surveys, Heuristic Evaluation, Hotjar, Maze, Google Analytics
- Data Visualization: Dashboards, Highcharts, D3.js, Chart.js, Tableau, Mapbox
- Technical Collaboration: HTML/CSS, JavaScript, React (for handoff & feasibility)
- Workflow: Agile/Scrum, Jira, Confluence, Stakeholder Workshops

## **EDUCATION**

Master of Law (LL.M.) - University of Warsaw

Oct 2009 - Jul 2014 · Warsaw, Poland

## **LANGUAGES**

- Polish - Native
- English - Fluent (C1/C2)
- Dutch - Basic (in progress)