



ANNA PRZASTEK

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

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EU Citizen | Based in Belgium | Open to B2B (VAT) & Full-time roles | Available globally

Senior Product Designer with 7+ years of experience in SaaS, data-heavy dashboards and accessibility-first UX with a strong focus on WCAG standards and audit-driven improvements. IAAP member with a strong focus on accessibility standards (WCAG) and inclusive design. 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
- UX & Accessibility Audits (WCAG) & KPI-driven Decisions

PROFESSIONAL EXPERIENCE

Efigence - Senior Product Designer

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

- Owned accessibility strategy and WCAG 2.1 AA compliance across enterprise digital products, including audits and remediation guidelines
- Improved accessibility compliance and reduced critical issues across key user flows (audit-driven approach)
- 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
- Delivered UX audits and strategic recommendations contributing to improved product clarity and user flow efficiency

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
- Designed MVP prototype supporting international expansion, improving usability and alignment with market expectations

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 approach, enabling data-driven product decisions and measurable UX improvements
- 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

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 and reporting tools, improving usability and reducing friction in data-heavy workflows
- Established scalable design system and UI standards, reducing inconsistencies and enabling faster product scaling across 3 platforms
- Conducted UX and accessibility audits, driving measurable usability improvements through testing loops and KPI-driven insights.

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.

INTERNSHIPS (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).

CERTIFICATIONS & MEMBERSHIPS

IAAP Member (International Association of Accessibility Professionals)

TOOLS & EXPERTISE

- Product & UX: Figma, Wireframing, Prototyping, Design Systems, IA, User Flows, Responsive Design
- UX Audits, Accessibility Audits (WCAG 2.1 AA), Heuristic Evaluation
- Research: Usability Testing, Interviews, Surveys, 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, professional working proficiency)
- Dutch - Basic (in progress)