



Hello 🙌, I'm Marcin

I am a generalist, technical product designer, and I help teams ship better products.

I build bridges between complex systems and user needs. With over a **decade of experience** across smart home, SaaS, renewables, and travel, I use **design and coding tools** to solve complex B2B and B2C challenges.

EXPERIENCE (TASK ORIENTED)

- Home Assistant** · SR. PRODUCT DESIGNER · REMOTE · OCT 2024 - PRESENT · 1YRS 4 MOS
Designing core experiences for a privacy-first, open-source smart home ecosystem. Key initiatives include streamlining the automation editor, solving complex information architecture issues, and modernizing the design system to support hundreds of volunteer contributors.
- Codibly** · SR. PRODUCT DESIGNER · REMOTE · DEC 2021 - PRESENT · 2YRS 8 MOS
Designed SaaS platforms for insurance and energy sectors, specialising in intuitive UI and advanced functionality across multi-platform systems.
- Marcin Bauer** · GENERALIST · REMOTE · JAN 2013 - PRESENT · 11YRS 7 MOS
Created diverse works across branding, Wordpress websites, marketing videos, and iOS/Android app designs. My services extended to various industries including health management, accounting, renewable energy, music, coaching, language learning, food & catering.
- lastminute.com** · SR. PRODUCT DESIGNER · ON-SITE · DEC 2016 - DEC 2021 · 5 YRS 1 MOS
Developed an adaptive and personalisable WYSIWYG website builder, "Content Hub" for lastminute.com, featuring sophisticated SEO integration and dynamic elements, leading to the migration of over 140,000 pages. Further responsibilities encompassed designing internal communication resources and a portal exclusively for employees.
- Phantom.me** · UI/UX DESIGNER · ON-SITE · JUN - OCT 2016 · 5 MOS
Managed branding and design for an all-in-one Android app featuring biometric secure login and encryption for communication, file storage and note-taking; also handled user experience analysis, website design and promotional assets.
- Softbay** · UI/UX DESIGNER · ON-SITE · SEP 2013 - JUL 2016 · 2YRS 11 MOS
Oversaw UI and UX design for diverse applications across iOS, Android, and Windows Phone platforms, including a travel guide app and a doctor appointment management system.
- StopanGo (STARTUP)** · UI/UX DESIGNER · ON-SITE · JUL 2013 - JAN 2014 · 7 MOS
Designed marketing assets for a public transit mobile app facilitating real-time updates and personalised route suggestions in major Polish cities.
- Eduranto (STARTUP)** · UI/UX DESIGNER · ON-SITE · START - END · 5 MOS
Created promotional materials and designed a responsive web application for note-sharing and knowledge exchange among users. Secured a spot in the second to last round of funding from YCombinator.
- Game Factory** · JUNIOR UI/UX DESIGNER · ON-SITE · START - END · 5 MOS
Designed UI/UX for facebook games.

EDUCATION & CERTIFICATION

- Agile Methods for UX Design** · THE INTERACTION DESIGN FOUNDATION · 2023
- Design Thinking: The Ultimate Guide** · THE INTERACTION DESIGN FOUNDATION · 2023
- UX-PM Level 1** · UXALLIANCE · 2023
- Samsung Labo UX Workshop (facilitator)** · SAMSUNG LABO · 2016
- Uniwersytet Szczeciński** · MASTERS DEGREE IN ECONOMETRICS · SZCZECIN · 2004 - 2010
Specialty: Multimedia

KNOWLEDGE IN INDUSTRIES

- SMARTHOME
- ENERGY / RENEWABLES
- SAAS
- PERSONAL BRANDING
- TRAVEL / OTA
- INSURANCE
- HEALTH

DESIGN TOOLS

- FIGMA
- FIGMA MAKE *
- AFFINITY *
- RIVE
- FRAMER *
- PROTOPIE
- ILLUSTRATOR
- PHOTOSHOP
- AFTER EFFECTS
- LYSSNA
- GOOGLE FORMS
- HOTJAR
- GITHUB *
- CODE EDITORS *
- BLENDER
- SPLINE
- SHAPR3D
- JIRA
- RAYCAST
- AI AGENTS
- NOTEBOOKLM
- HTML5
- CSS3

* I'm actively learning

SKILLS & METHODS

- DESIGN SYSTEM / STYLE GUIDE
- DESIGN HAND-OFF
- VIBE CODING
- USER FLOWS
- HIGH FIDELITY PROTOTYPES
- MOBILE DESIGN
- RESPONSIVE DESIGN
- WCAG / A11Y
- EMPATHY MAPS
- CUSTOMER JOURNEY MAP
- COMPETITIVE ANALYSIS
- DESK RESEARCH
- HEURISTIC REVIEW
- STAKEHOLDER INTERVIEW
- 5 WHY'S
- HMW'S
- USER STORIES
- CARD SORTING
- A/B TESTING
- QA/DEV SUPPORT

SOFT SKILLS

- Adaptability,
- growth mindset,
- receptiveness to feedback,
- attention to detail,
- communication,
- teamwork,
- independence,
- presentation,
- persistence.

HOBBIES

Smarthome & electronics, 3D print, woodworking, biohacking

LANGUAGES

English - B2
Polish - native

tl;dr:

Father & husband, self-taught designer, maker, tinkerer, pragmatist, geek, 16personalities: Assertive Logician (INTP-A)



Explore my work → marcinkauer.framer.website

See my career → linkedin.com/in/marcinkauer85

Contact me → marcinkauer85@gmail.com

+48 662 139 951



For a better experience,
please read my CV on Github.
Thank you! 🙏

[Read on GitHub](#) ↗