

Marcin Galeza

Senior Product Designer (Design Systems & UX)

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Summary

Senior Product Designer (Design Systems & UX) with 10+ years of experience in SaaS and B2B. Skilled in leading the full product design cycle from discovery and research (qualitative & quantitative) to prototyping, testing, delivery, and post-launch analysis. Expert in building scalable design systems (Figma, Storybook, tokens), ensuring consistency across platforms. Strong visual design background combined with service blueprinting, journey mapping, and design thinking facilitation. Proven track record of improving workflows, usability, and business KPIs in fast-growing environments.

Skills

- **Research & Methods:** User Interviews, Surveys, Analytics, Usability Testing, A/B Testing, Journey Mapping, Service Blueprinting, Storytelling, Design Thinking Workshops
- **Design Tools:** Figma (auto layout, components, prototyping), FigJam, Storybook
- **UI/UX:** Wireframing, Prototyping, Visual Design, Responsive Design
- **Design Systems:** Multi-brand architecture, token strategy, governance, documentation, Figma → Storybook pipelines
- **Collaboration & Process:** Agile, Scrum, Jira, Confluence, Notion, Cross-functional facilitation
- **Front-End:** React, Vue, TailwindCSS, HTML5, CSS/SASS
- **Languages:** English C1, Polish native

Experience

Zight (www.zight.com) - Apr 2022 - Jun 2025 (Remote)

Senior Product Designer / Design Engineer

- Led product design in close collaboration with PMs, applying User-Centered Design and UX research (user interviews, feedback sessions, usability testing) to shape features around real user needs.
- Built Zight's design system from the ground up - designing, implementing, and integrating it directly into the front-end (Vue, TailwindCSS, Storybook) to create a seamless design-to-code workflow.
- Improved usability, product consistency, and overall user experience during the CloudApp to Zight rebrand.
- Partnered with cross-functional teams (PM, Engineering, ML) to define KPIs, optimize conversion, and deliver AI-powered Smart Actions aligned with user workflows.

Filestack (www.filestack.com) - Mar 2014 - Mar 2022 (On-site Kraków / Remote) **Senior Product Designer / Design Engineer**

- Designed the product from 0 → 1, evolving a simple file picker into a robust content ingestion platform powering millions of uploads daily.
- Defined the UX vision and product workflows through discovery research, stakeholder interviews, and competitive analysis, aligning product strategy with user needs.
- Built and scaled Filestack's first design system — from initial design language to a comprehensive component library integrated across dashboard, docs, SDKs, and marketing.
- Led major redesigns improving developer onboarding and integration success rates, while enhancing usability for both technical and non-technical audiences.
- Partnered closely with PMs and engineering on performance-optimized UIs, balancing customization, speed, and enterprise-scale requirements.
- Supported company growth (including acquisition and 4000% revenue increase) by consistently applying UCD principles, feedback loops, and iterative UX improvements.

ServeCloud - Feb 2011 - Feb 2014 (On-site) **UX/UI Designer**

- Helped build ServeCloud from the ground up, one of Poland's first cloud service providers.
- Designed the brand identity and implemented the Client Panel with a focus on usability
- Delivered a seamless user experience that supported early growth and market positioning.

Earlier roles - 2002 - 2011

- UX/UI Designer in companies such as DigitalMines, Applron, Hosting365, and as a Freelancer.
- Designed branding, landing pages, and user-friendly UI solutions for early SaaS projects.

Portfolio

www.marcingaleza.com

LinkedIn Profile

<https://www.linkedin.com/in/marcingaleza/>