MAREK KULTYS

Outcome-driven strategic design leader with broad business, regulated industries, deep technical, and team growth experience.

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Design Leader • Head of Design • Senior UX Manager

▸ **Influential and transformative director of UX** with 10 years of experience delivering business outcomes through meaningful user experiences, strategic innovation, exceptional team leadership and collaboration, human-centred design, and swift delivery (B2B, B2B2C, SaaS).

▸ **Track record of delivering business value** with digital solutions. Drove a 10× increase in carbon emissions report usage for clinical trials at AstraZeneca (towards CEO's sustainability goals). Helped boost scientific productivity at BenevolentAI with a 26+ drug targets pipeline.

▸ **A hybrid designer/manager** with expertise as a product leader, head of function, team manager, and hands-on contributor. I led, hired, coached, and developed in-house and outsourced agile teams at a start-up, a scale-up, and a global corporation.

▸ **Combines expertise in digital delivery with strong team development.** Specifically interested in blending these to deliver value through tangible outcomes in strongly regulated, biomedical, deep-tech, enterprise, or digital transformation domains.

Areas of Expertise

User Experience Design (UX)	Leadership & Management	Communication & Facilitation
Lean & Agile methodologies	Stakeholder collaboration	Complex B2B / B2B2C products
Strategic thinking	Coaching & Mentorship	Rapid prototyping (also with v0.dev)
Problem-solving	Regulated industries	User research (quant. & qual.)
Design for AI	Brand & Accessibility	Design systems

Professional Experience

Evinova • Cambridge, UK • 2024–present

Global clinical trial tech company delivering proven outcomes (corporate spinout from AstraZeneca)

Head of Design, Study Design & Planning

Moved into this strategic leadership role as part of Evinova's spinout from AstraZeneca. Combine product vision-setting with hands-on innovation and delivery oversight. Drive customer success with a focus on business and user outcomes. Directly manage a UX team driving agility, seamless cross-functional collaboration, and providing coaching for influence, effectiveness, and growth. Thought leadership to elevate Evinova's product culture, design quality, and user-centred focus.

- **Turned around a failing product strategy** to succeed with existing and new customers by identifying and formulating research-derived win conditions for the product in 2025.
- **Drove a 175% increase in customer satisfaction** CSAT score (a measure of customer experience) by prioritising research-driven and user-validated product improvements.
- **Delivered commercial success with urgency** and excellence by launching a SaaS pilot deployment for a global top 10 pharma client (not AstraZeneca) in under 3 months.
- **Delivered key market differentiators** for the product by innovating with data, rapidly prototyping, validating in the market, and implementing with agility.

AstraZeneca · Cambridge, UK · 2023–present
Global pharmaceutical and biotechnology company

Head of Design, Study Design & Planning at Evinova

In 2024, transferred to Evinova (AstraZeneca's health-tech spinout) as Head of Design for the Study Design & Planning enterprise solution (part of Evinova's Drug Development Suite).

Senior Principal Designer, Digital Health R&D

Hired to turn around an underperforming UX team responsible for several disjointed enterprise tools generating 80% of the department's financial benefit claim. Directly manage and mentor a team of 7 to set the bar for quality, drive business outcomes, and nurture team health. Provide strategic and hands-on design leadership to drive alignment in discovery and delivery, and set long-term vision.

- **Drove a 340% growth in UX team productivity** by defining its mission and accountability, reshaping expertise profile, adopting lean and agile methods, and decentralising ownership.
- **Delivered benefits of integration, standards and scale** by launching a finance planning and cost estimation product bringing 4 tools into 1 (success: seamless migration of 100% users).
- **Fostered evidence-based and data-driven mindset** by establishing product success metrics, implementing usage analytics and increasing its utilisation by product and UX teams by 360%.
- **Drove a 10× increase in customer usage** of CO_2 emissions reporting by transforming a legacy service into a seamless interactive web report (helping achieve the CEO's sustainability goals).

BenevolentAI · London, UK · 2019–2023
Biotech pioneer in applying AI to drug discovery and development

Director of UX

Hired as Senior Designer and founding member of the UX practice. Promoted to Lead in 2019 and Director in 2021. Established UX function with a mission, vision, career levels, and a strategic plan for growth to deliver business value. Hired, managed, and coached a high-performing team of 5 (including managers). Led early-stage product development (0 to 1) and further design evolution.

- **Boost scientific productivity** at BenevolentAI (delivery of 26+ validated targets in 3.5 years) by driving 6 successful product launches forming an integrated Target ID workflow and giving scientists seamless, trusted, and easy-to-use access to AI models at scale.
- **Scaled the company's ability to deliver user-facing apps** by building cross-functional partnerships, adopting lean and agile methods, and creating an actionable design system.
- **Drove a 270% growth in data-driven decision making** by redesigning AI recommendations to focus on explainability, bias reduction, and user trust.
- **Built and led a motivated high-performing UX team** by fostering a culture of psychological safety, shared principles and vision, 360 feedback, curiosity, accountability, and autonomy.

> *Team feels loved. This has always been a hallmark of the Marek School of Management. Your team feels appreciated and it shows well in their attitude and their output.*
> Dylan Curley, SVP Product Development, BenevolentAI

Science Practice · London, UK · 2013–2019

Design and research company specialising in research translation, consulting, and tech development

Lead Designer

Joined to work on a patient-facing digital health app for Novartis. Delivered several joint-venture design and innovation projects for B2C and B2B clients, academia, public agencies, and charities.

- **Enhanced patient onboarding, engagement, and care** in digitally-enabled clinical studies by designing, producing, and localising training, chatbot conversations, and health data charts
- **Helped Vivli build alignment and win buy-in** from their global pharma consortium partners by developing and validating a vision prototype of their clinical data-sharing platform.
- **Developed an award-winning data visualisation tool** in collaboration with EMBL-EBI.
- **Brought £400k in contracts and funding** by winning business development and grants.

Education	Professional Development

MA Communication Design
Central St Martins College of Art & Design, UK
2011, Graduated with Distinction

Leader as Coach
LHH Coach Certification Programme
2024 (ICF-accredited)

BA Interaction Design
Zürcher Hochschule der Künste, Switzerland
2007, Erasmus student exchange

Bioinformatics Summer School
EMBL European Bioinformatics Institute
2016

BA Industrial & Visual Design
Warsaw Academy of Fine Arts, Poland
2008, Graduated with Distinction

New Creative Ventures
London Business School
2010 (entrepreneurship course)