

Marek Kultys

Outcome-driven design leader with broad business, deep technical, and team growth experience

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Professional Summary

I am a seasoned design leader passionate about building strong UX teams that create value for users and business.

I bring 15+ years of experience in design, 10+ in biomedical science, 5+ in AI. I worked in-house and as a consultant in organisations of all sizes from a 4-person startup to a global corporation of 80k people. I led my teams through an IPO, a corporate spin-off, and a global pandemic.

I am at my best in the early days of product development. While uncertainty and ambiguity can be difficult for some, I take it as source of opportunity and creative inspiration. I'm good at driving progress towards strategic alignment and measurable results. I get things done well.

I believe in the power of lean UX, driven by research, delivered iteratively, oriented on value. My heart follows the user (motivations, goals, needs) and my mind listens to the business (vision, strategy, business outcomes). I thrive in matrix orgs and specialise in complex products.

My approach to people leadership is based on mutual trust, delegating ownership, continuous omni-directional feedback, dedication to team's sustainability and wellbeing. I am proud to say my teams always reported high levels of satisfaction, motivation, and engagement.

I am a hands-on people leader, staying close to the design trade. I bring strategic perspective to teams' work and invest in peoples' professional development as a coach and mentor.

Professional Experience

Evinova / AstraZeneca

2023–present

Head of Design, Study Design & Planning

At [Evinova](#), AstraZeneca's health-tech business, I lead design for Study Design & Planning, a sponsor-side tool for optimising clinical trials. With a team of 7 UXers, we expand enterprise capabilities for AZ while developing a new market-facing product offering for Evinova.

Responsibilities

- Design leadership and UX team management
- Strategic and tactical research
- Product design and development
- Alignment with product, tech, science strategies

Accomplishments

- New product **market launch** in 14 months
- 4-into-1 product **consolidation** to drive benefits of scale, standardisation, and unification (cost avoidance of \$300m/year)
- **240% growth** in customer satisfaction score
- **300% improvement** in UX team burn-down rate
- Integration of UX practice into scaled agile

October 2024

BenevolentAI

2019–2023

Director of UX

At [BenevolentAI](#), I built the UX function to deliver on company's science, product, and tech objective — the development of an AI-powered, expert-in-the-loop, user-friendly, low-code drug discovery platform that delivers novel, validated targets into early-stage drug pipelines.

Responsibilities

- Design leadership and UX team management
- Co-leadership of applications development team
- Strategic and tactical research
- Product design and development

Accomplishments

- **6 new products** designed, built, and deployed on the Benevolent Platform
- Platform **enabled 26+ drug programmes**, 10+ targets entered drug pipeline, 6 targets selected by AstraZeneca, 1 FDA approval
- **Many-fold acceleration** in target triage (from hours to minutes per target)
- **270% growth** in use of recommended data

Publications

- My [blog post](#) about hiring UX teams
- My [conference talk](#) about designing AI tools

Science Practice

2013–2019

Design Team Lead

[BioDesign](#) program

I led a team delivering design services for biomedical startups in (Genomics PLC, Lifebit, Discngine, Nature Metrics, Repositive). I also led R&D and design to launch a novel sequence data visualisation tool [Sequence Bundles](#).

[Ctrl Group](#) program

I led design and delivery of digital experiences for patients in clinical studies, healthcare staff, research organisations, and pharma sponsors, including Cambridge Cognition, Novartis, Vivli.

[Good Problems](#) program

I led research and design on several projects, including for the [Longitude Prize on AMR](#).

Responsibilities

- Business development
- Project planning, management, and reporting
- Research and design delivery
- Art direction, content production

Accomplishments

- Sold and delivered design and research projects (total value £350k)
- Won two Innovate UK grants (total value £50k)
- Co-launched a new scientific tool with EMBL-EBI and co-authored two peer-reviewed publications
- Supported delivery of clinical studies with a HCP reporting tool and instructional films for patients (localised in 8 languages)
- Won stakeholder buy-in and validated product value propositions with vision prototyping

Publications

- My [blog post](#) about information experiences
- Journal [article](#) introducing Sequence Bundles

Independent Design Consultant

2008–2015

I ran my own design practice delivering design projects to clients in Poland and in the UK.

[Immunocore](#)

I designed science communication materials and Immunocore's logo (displayed in Times Square NY during their Nasdaq listing in 2021).

[Bento Lab](#)

I helped design the PoC of the portable DNA lab, develop user interfaces, and communication materials. I designed the Bento Lab brand.

[City Hall of Warsaw](#)

I designed the bicycle road surface signage system and promotional products.

Courses and Certifications

LHH Coach Certification Programme
2024

Leader as Coach (ICF accredited)

European Bioinformatics Institute
2016

Bioinformatics Summer School

London Business School
2011

New Creative Ventures

Education

Central Saint Martins College of Art & Design
2009–2011

MA Communication Design

Zürcher Hochschule der Künste
2007

BA Interaction Design

Warsaw Academy of Fine Arts
2004–2008

BA Industrial Design & Visual Communication