Pawel Tulin

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SUMMARY

Principal-level UX practitioner with deep experience across research, interaction design, product design, service design, and AI-driven workflow modeling. Specialized in simplifying complex, data-heavy systems and designing clear human-AI interaction patterns for enterprise products. Skilled in mixed-methods research, IA, prototyping, journey mapping, dashboard UX, and multi-channel service design. Strong execution focus with ability to translate ambiguous requirements into structured models, wireframes, prototypes, and evidence-based recommendations. Hands-on contributor across fintech, enterprise SaaS, HR/payroll, e-commerce, AI/ML platforms, and global nonprofit environments. Experienced integrating LLM-assisted synthesis, prompt design, and agent workflows into research and product processes.

SKILLS

Interaction design, Information architecture, Workflow modeling, Wireframes and prototypes, Dashboard UX, Conversational UX, Human-AI interaction pattern, LLM workflow design, AI explainability patterns, Mixed-methods research, Usability testing, Interviews and contextual inquiry, Journey mapping, Insight synthesis, Service blueprints, End-to-end service design, Cross-functional collaboration, Requirements translation, Continuous discovery, Analytics-informed UX, Enterprise UX standards, Complex systems modeling, AI-assisted research synthesis

TOOLS & METHODS

Figma, Miro. Axure, Lucidchart, Tableau, Adobe Analytics, Google Analytics, UserTesting-style remote tools, Jira, Confluence, Notion, AI research/synthesis pipelines, Advanced prompt engineering, HTML/CSS/JS (collaboration level)

PROFESSIONAL EXPERIENCE

DisruptiveExperience

Industry/Type: UX, Research, Product, AI Strategy Consulting
Jan 2025 – Present | New York, NY
UX & Systems Designer / UX Researcher

• Conduct qualitative research programs (interviews, usability tests, contextual studies, workshops) for nonprofit, education, and global data products.
• Create IA models, workflows, journey maps, prototypes, dashboards, and structured recommendations for complex, multi-stakeholder environments.
• Design interaction patterns and flows for data-heavy analytics systems with multilingual and accessibility requirements.
• Use AI-assisted synthesis to cluster insights, accelerate discovery, and improve pattern recognition while maintaining research rigor.
• Facilitate cross-team working sessions translating ambiguous requirements into structured UX artifacts.

Results: Improved reporting clarity and reduced manual workflows by 50%+; established unified IA and workflow models adopted across organizations; enabled clearer decision-making for international stakeholder groups.

Fiserv

Industry/Type: Fintech • Enterprise SaaS • Cloud Data Systems
Jul 2021 – Dec 2024 | New York, NY
UX Strategist / Researcher / Senior Product Designer

• Conducted discovery research across financial and compliance workflows, mapping user behavior, tasks, and pain points.
• Designed dashboards, workflows, filters, and interaction patterns for cloud-based reporting and AI-assisted financial tools.
• Created wireframes, prototypes, and iterative usability studies refining information hierarchy, drill-downs, and reasoning surfaces.
• Integrated analytics instrumentation into UX processes to support evidence-based iteration.
• Developed UX patterns enabling consistent interfaces across legacy and cloud products.
• Contributed to AI-powered reporting workflows including LLM-guided flows, explainability layers, and guardrails.

Results: Reduced reporting cycles from days to minutes; decreased design and engineering rework by 30–50%; accelerated feature delivery by 25–40%; improved clarity of complex financial interactions.

ADP

Industry/Type: Global Payroll • HR • Conversational AI
Aug 2019 – Jun 2021 | New York, NY
Senior UX Researcher / Service Designer

• Conducted global qualitative research across HR/payroll support journeys, including interviews, usability tests, and behavior analysis.
• Designed conversational flows, intents, entities, and error-handling logic for IBM Watson-powered multilingual support systems.
• Produced IA, prototypes, and workflow maps for high-volume, regulated support environments.
• Collaborated with engineering and operations teams across countries to validate flows and ensure accurate implementation.

Results: Automated 80–90% of support inquiries; reduced live-agent load by ~60%; increased resolution speed and satisfaction across global markets.

G2A

Industry/Type: E-commerce • Marketplace • Payments
Sep 2016 – Aug 2019 | Poland
UX Strategy & Research Lead

• Led research across mobile, checkout, funnels, loyalty systems, and recommendation UX.
• Conducted mixed-methods studies and analytics reviews to identify friction and inform redesigns.
• Created IA, prototypes, user flows, and component libraries for web and mobile.
• Supported experimentation frameworks and evidence-based decision-making.

Results: Improved conversion, retention, and engagement; reduced drop-off in critical flows; enhanced clarity and consistency across global journeys.

IBM Watson / Havas

Industry/Type: Enterprise • AI/ML • Developer Tools
Jul 2014 – Sep 2016 | NYC
Experience Designer / UX Researcher

• Conducted 200+ interviews and usability evaluations with enterprise developers using Watson cognitive tools.
• Designed IA, onboarding flows, content structures, and interaction models for developer success.
• Created prototypes and documentation to simplify complex data prep and model-building tasks.

Results: Faster onboarding, clearer documentation, higher developer satisfaction, and improved self-service adoption.

Earlier Roles

HNW, Infusion, NYSE Euronext, Rapp Collins, Edelman, MRM Worldwide, Interbrand/BrandWizard
Various UX, IA, and research roles across finance, government, healthcare, education, and enterprise SaaS.

Delivered UX research, IA, workflow design, prototypes, and navigation models for dashboards, multilingual applications, regulated systems, and secure enterprise workflows.

EDUCATION

M.S., Biomechanics and Robotics – Warsaw Technical University
Graduate Studies in Psychology & Philosophy – San Diego State University

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ATS KEYWORDS

UX Research, Interaction Design, Information Architecture, Wireframes, Prototyping, Mixed-Methods Research, Journey Mapping, Usability Testing, Workflow Analysis, Service Design, Dashboard UX, Conversational UX, Human-AI Interaction, AI-Assisted Research, LLM Interaction Patterns, Data-Heavy Systems, Enterprise SaaS, Fintech UX, Complex Systems, Cross-Functional Collaboration, Continuous Discovery, Insight Synthesis, Design Systems