

Joanna Jewstrat

SENIOR UX/UI & PRODUCT DESIGNER · AI-NATIVE

Remote · Polish/EU citizen, UK settled status · open to US/Canada

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*Senior product designer (10+ years) who **designs and builds** – ships working products solo with AI tools (Claude Code, Lovable). Strongest on usability, systems and user-flow logic, delivering clean, accessible interfaces; backed by real operational and regulated-domain depth (digital health).*

SELF-BUILT PRODUCTS

A deliberate, hands-on move into AI-native work: real products designed and built solo with AI.

Healthy Habits Hub — AI-native calorie & activity log

2026

Type or photograph a meal → AI extracts ingredients → nutrition resolved from an approved database API, with local and AI fallbacks. Real AI features wrapped in trust-smart data design. Functional V1 in ~1 week.

Claude Code · Lovable · Figma · Gemini Live: food-tracker-obkb.onrender.com

Shovl — job-application tracker

2026

Full-stack job-application tracker — authentication, database, file uploads, automated system emails, end-to-end flows, responsive across mobile + desktop; debugged with Claude Code. Idea to working v1.0 in ~3 days.

Lovable · Claude Code Live: shovl.lovable.app

Starter Pack — personal meta-tool

2026

A reusable Git template — scaffold plus working conventions — that starts every new project clean and efficient.

Claude Code

More projects in the portfolio — with new ones in progress.

DESIGN EXPERIENCE

UX/UI Designer · Mamamia

Feb 2026 – Present

Freelance · care / staffing tech · cross-border (PL/DE)

- Redesigning targeted product flows within an established design system; rapid Figma / Figma Make prototypes for stakeholder validation.

UX/UI Designer · Centrum CBT

Jun 2025 – Jan 2026

Contract · mental-health & education · multi-audience web

- Scoped and delivered a full multi-audience redesign — mapped the IA and user flows for four distinct audiences (clients/parents, psychology professionals, business, schools) in FigJam, then designed the complete scope in phases: wireframes first, then full visual design, with a refreshed visual identity.

Career break — planned sabbatical

Oct 2024 – Jun 2025

- Sailboat preparation, a transatlantic crossing, and a season sailing the Caribbean.

UX/UI & Motion Designer → Sole Designer · Telemedi

Jun 2021 – Oct 2024

Digital health · regulated · B2C + B2B + white-label · acquired

- Sole designer through the company's acquisition — took over from a departing in-house designer and the external agency, owning design across all product lines on a platform serving ~600,000 consultations a year, while Telemedi grew ~400% year-on-year and ranked among Deloitte's fastest-growing tech companies in Europe.
- Designed and prototyped the patient flow and layouts for Telemedi's newly introduced NFZ integration (national health fund); Telemedi became one of the top-3 NFZ online clinics in Poland.
- Redesigned the doctor consultation panels — including how experimental AI suggestions were surfaced to clinicians in a live, regulated workflow; early testing showed 60–80% faster consultation processing.

- Maintained and extended the design system and visual identity (incl. motion, video & voiceover); introduced high-fidelity, logic-driven prototyping for stakeholder validation, development and B2B sales.
- Delivered white-label rebrands of the product for multiple B2B partners — including Allianz, Signal Iduna and AXA.
- Produced the investor, M&A and business decks, infographics and brand visuals that supported Telemedi through a successful exit (acquisition by the Unica Group).

Content Creator & Motion Designer · “Falkorem w Rejs” (YouTube)

Jun 2020 – May 2021

- Ran a sailing channel end to end — scripting, animation, voiceover, post-production and channel identity. Top episode 100k+ views; among the top-10 highest-earning accounts on Patronite (the country's Patreon-style membership platform).

Multidisciplinary Designer (sole designer) · Audiotrip

Jun 2013 – Sep 2018

Early-stage startup · 0→1 · full design surface

- Sole designer for a location-based audio-tour startup — carried the entire design surface alone: app/product UX, brand and hand-drawn illustration, print & signage, investor/pitch decks, and After Effects motion.
- The startup became Poland's most-awarded of 2014, won the main prize at Startup Sauna (Finland), and attended three European accelerators — built on the brand, product and pitch design delivered as sole designer.

Earlier experience

2008 – 2011

Production & graphic design at a sign & print studio (CorelDraw); freelance brand, advertising & web design.

SKILLS

Product, UX & systems: product design (0→1 to scale) · UX/UI & interaction design · information architecture & user flows · design systems · logic-driven prototyping (variables, states, conditional flows) · accessibility (WCAG-aware)

Building with AI: designs → shipped products · AI product experiences (AI surfaced in the UI) · prompt engineering · debugging in Claude Code

Research, data & validation: UX research (personas, behaviour analytics) · data-informed design (A/B testing, funnels, heatmaps) · prototype validation

Strategy & collaboration: design strategy & product/commercial thinking · cross-functional collaboration · B2B / investor & pitch communication

Visual & motion craft: visual & UI design · brand identity · 2D motion, video & voice · illustration · print

TOOLS

Figma & FigJam · Figma Make · Framer · Claude Code · Lovable · After Effects · DaVinci Resolve · Illustrator · Photoshop · Midjourney · Amplitude · Hotjar · Google Analytics · Miro

EDUCATION

BA, Management

2008 – 2010

Jagiellonian University, Kraków · academic scholarship

Intro to Technical Sciences

2007 – 2008

Wrocław University of Technology

LANGUAGES

English — fluent (C2) · Polish — native · Spanish — basic (A2).