



Joanna Jewstrat

SENIOR UX/UI & PRODUCT DESIGNER

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🌐 Wrocław, Poland

🔗 jewstrat.com/portfolio

PROFILE

Senior UX/UI & Product Designer with over a decade of experience across web, mobile, systems, and brand, also in a regulated domain. Strongest on untangling complexities, usability and building data-informed, logical user-flows. Delivers clean, accessible interfaces that align with the business goals and stand up in development, reliably and on schedule. Advanced, hands-on use of native AI tools across design, fast prototyping and code.

PROFESSIONAL EXPERIENCE

- Senior UX/UI Designer**02/2026 – Present

Mamamia.deGdańsk, Poland & Itzehoe, Germany

marketplace inclusive design usability mobile HR tech

 - **Redesign of the caregiver application flow, contributing to a 4x increase in applicant-to-activation conversion.** Ongoing part-time contract on a two-sided marketplace serving thousands of users monthly. Core challenge: making offers, application process, paperwork and logistics clear and easy, for an older audience with low digital literacy.

UX/UI, Product & Motion Designer

06/2013 – 09/2018

Audiotrip

Bielsko-Biala, Poland

startup mobile app brand identity design system pitch decks

- **Owned the entire design function of an early-stage startup, solo across every surface.** App design, product UX, brand, illustration, print and signage, investor and pitch decks, plus After Effects motion for B2B collaborations.
- **Designed the brand and pitch materials behind Poland's most awarded startup of 2014.** Audiotrip was selected for three European accelerators and won the main prize at Startup Sauna in Finland.

Graphic Designer - freelance & studio

07/2008 – 03/2011

Various small and mid-sized companies

Poland

print brand web production

- Brand and web design for a range of businesses. Design, print and hands-on production work at a sign & print studio.

SKILLS & TOOLS



Product & UX: wireframing, advanced prototyping (variables, states, conditionals, etc), product design (iterations and 0 to 1 scale), information architecture, user flows, interaction design, responsive and mobile-first design, journey mapping, usability, accessibility (WCAG 2.2).



UI & visual design: brand identity, components, design systems, design tokens, typography & layout, style guides, brand-consistent UI, illustration, 2D motion, video and voiceover, print, production design.



Designing & building with AI: AI-native design, fast prototyping, AI product features (LLM output surfaced in-product), auditing AI output, prompt engineering, asset generation, full-stack builds.



Research, data & validation: UX research (personas, behavioural analytics), data-informed design, A/B testing, funnels, heatmaps, session replay, prototype-led stakeholder & sales validation.



Strategy & collaboration: design strategy, product thinking, commercial thinking, cross-functional collaboration, design-to-dev handoff, design QA, B2B and investor pitch communication.



Tools: Figma, FigJam, Figma Make, Framer, Miro, Claude Code, Claude Design, Lovable, Midjourney, After Effects, DaVinci Resolve, Audacity, Illustrator, Photoshop, Amplitude, Hotjar, Microsoft Clarity, Google Analytics.

PROJECTS (more in portfolio)

Healthy Habits Hub - AI native build; effortless mobile calorie tracker with AI features [Live: hhh.jewstrat.com](https://hhh.jewstrat.com)

Shovl - AI native build; lightweight job-application tracker (auth, database, uploads, email) [Live: shovl.lovable.app](https://shovl.lovable.app)

EDUCATION

BA, Management

10/2008 – 06/2010

Jagiellonian University

Kraków, Poland

*Academic merit scholarship (Rector's Scholarship) for top academic performance.

Intro to Technical Sciences

10/2007 – 06/2008

Wrocław University of Science and Technology

Wrocław, Poland

LANGUAGES

English: fluent (C2)

Polish: native

Spanish: basic (A2)