

PATRYCJA KOMORSKA

Product Designer & UX Writer

B2B SaaS, analytical products & AI-assisted experiences

Warsaw, Poland
patrycja.komorska@gmail.com
linkedin.com/in/patrycja-komorska
Portfolio: www.komorska.com

PROFILE

Product Designer and UX Writer with over five years of experience designing complex B2B SaaS, analytical products, and workflow-heavy digital tools. I turn dense requirements, data, product logic, and business constraints into clear flows, usable interfaces, UX copy, and implementation-ready documentation.

My work combines product thinking, UX/UI design, UX writing, research, stakeholder collaboration, and practical AI-assisted prototyping.

I use AI tools to explore concepts, prototype faster, structure knowledge, and test product ideas, with a practical focus on product experience, clarity, and user control.

EXPERIENCE

Product Designer / UX Writer | Gemius S.A. | Nov 2021 - Present

- Design complex B2B SaaS and analytical product experiences across advertising measurement, media audience measurement, web analytics, reporting, and panelist-facing data collection contexts.
- Work on data-heavy interfaces including dashboards, rankings, filters, tables, charts, reports, search, account management, configuration flows, permissions, unavailable-data states, and edge cases.
- Lead design work from requirements analysis and problem framing through UX/UI design, prototyping, UX writing, documentation, and implementation support.
- Collaborate closely with product owners, developers, analysts, sales, support, business stakeholders, and other designers to align user needs, business goals, and technical constraints.
- Translate complex requirements into clear user flows, screen states, interface logic, and developer-ready documentation.
- Contribute to design system work, reusable components, UX standards, and product documentation.

UX Designer | Freelance / Self-employed | Nov 2020 - Present

- Design digital products, UX strategies, user flows, prototypes, content systems, and UX writing frameworks for SaaS, education, travel, service, and digital product contexts.
- Run discovery workshops, stakeholder interviews, UX audits, requirements analysis, and concept validation to define product direction and improve user experience.
- Develop AI-assisted product concepts, including conversational assistants, knowledge-base-driven experiences, educational workflows, and recommendation interfaces.
- Design AI-assisted concepts such as ESL Brains AI Assistant, Slow Travel Concierge, and the Interactive AI Portfolio.
- Create brand voice systems, UX writing guidelines, content frameworks, and practical copy improvements that support consistent product communication.

EARLIER EXPERIENCE

Research Project Coordinator | NielsenIQ | Jun 2021 - Nov 2021

- Coordinated multi-country studies end to end, including questionnaires, translations, QA, launch preparation, and communication across stakeholders.
- Supported research-to-insights handoff through quality checks and structured communication.

Project Manager in Tourism | Several companies | Mar 2012 - Jun 2020

- Planned and coordinated tailor-made travel and business tourism experiences for international clients.
- Managed clients, suppliers, schedules, constraints, communication, and operational details.
- Built a foundation in service thinking, stakeholder coordination, and decision-making under uncertainty.

SELECTED PROJECTS

Gemius analytical products — UX/UI across advertising measurement, media audience measurement, web analytics, reporting, and panelist-facing survey flows.

Interactive AI Portfolio — Self-initiated portfolio product with a structured knowledge base and AI assistant for exploring experience, projects, strengths, and role fit.

ESL Brains AI Assistant — AI-assisted educational concept focused on teacher-reviewed homework generation, student clarity, and a two-sided workflow.

Slow Travel Concierge — AI-assisted travel discovery concept using natural-language needs, explainable recommendations, and uncertainty handling.

Physical-digital research tools — Earlier UX work for a remote-controlled research boat interface and a TV viewership measurement device, designed around real-world operational constraints.

CORE SKILLS

Product design

End-to-end UX/UI design, product discovery, information architecture, user flows, wireframes, high-fidelity design, prototyping, responsive interfaces, design systems, implementation handoff.

Complex products and analytical UX

Dashboards, data-heavy workflows, filters, tables, charts, rankings, reporting, account logic, permissions, configuration flows, unavailable-data states, edge-case mapping.

UX writing and content design

Microcopy, labels, CTAs, navigation, empty states, error states, in-product guidance, tone of voice, content style guides, product communication.

Research and validation

User interviews, stakeholder interviews, usability testing, UX audits, feedback analysis, requirements clarification, problem framing, assumptions mapping.

AI-assisted product work

AI-assisted prototyping, assistant behavior design, conversational flows, human-in-the-loop patterns, knowledge-base structure, explainable recommendations.

Tools

Figma, Sketch, Miro, Jira, Confluence, Lovable, v0, Google AI Studio, Figma Make, ChatGPT, Codex, GitHub basics, Vercel basics, Webflow, HTML/CSS basics.

CERTIFICATES

- Supercharge AI - Using AI in Product Design - Symetria UX
- Certificate - AI in Business Development
- AI Foundations Program - Woman Go Tech
- Certificate - Content Design Course - Akademia Dobrej Treści / Kamila Paradowska

EDUCATION AND LANGUAGES

University of Warsaw - Master of European Studies / Civilization, 2005 - 2010

Uczelnia Warszawska im. Marii Skłodowskiej-Curie - Bachelor of Natural Resource Recreation and Tourism, 2008 - 2011

Polish - native | English - C1 | French - A2