

Aleksandra Irzykowska

Senior Product Designer | 0→1 • Complex Products • Design Systems | Work Authorization: US & EU
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Senior Product Designer with 12+ years of experience leading 0→1 products, design systems, and AI-powered experiences across fintech, healthcare, travel, e-commerce, and SaaS (B2B & B2C). Specialized in turning complex, data-heavy workflows into scalable web and native mobile products with a strong focus on usability, systems thinking, and high-quality visual execution. Strong cross-functional partner to product, engineering, and executive teams, consistently shipping high-impact solutions in fast-moving environments.

WORK EXPERIENCE

Digitas North America | Lead Product Designer (Contract) | Remote / 09.2025 – Present

- Design digital experiences for McDonald's, owning work from requirements and exploration through high-fidelity design and prototyping.
- Integrate AI into the design workflow using Figma Make and Claude to rapidly explore concepts, prototype, validate, and iterate.
- Collaborate with cross-functional agency teams and client stakeholders to deliver high-quality digital experiences.

Self-employed | Lead Product Designer | Remote / 03.2023 – Present

- Partner with startups and scale-ups on design and strategy for new products and UX features.
- Lead product strategy, UX/UI design, prototyping, and design system initiatives from discovery through delivery.

Lettuce Financial | Senior Product Designer (Contract via A.Team) | Remote / 07.2025 – 12.2025

- Designed contextual AI experiences around Lettuce Head, defining proactive trigger logic and task-relevant data surfacing.
- Led end-to-end design of the Year-End Financial Review (a complex tax review feature) from kickoff to production in under one month.
- Shipped Income & Expense Estimator and healthcare deduction flows, improving annual tax estimate accuracy for self-employed users.
- Partnered with PM, engineering, and stakeholders to align on scope, edge cases, and delivery under tight timelines.

Cloudticity | Lead Product Designer (Contract) | Remote / 09.2023 – 04.2025

- Sole designer responsible for the end-to-end design of a cloud-based healthcare IT platform, from concept through launch.
- Built a tokenized design system from scratch, enabling consistency and scalable implementation across multiple product verticals.
- Designed complex compliance, governance, and monitoring workflows, simplifying highly technical infrastructure for enterprise users.
- Partnered closely with product and engineering teams to define requirements, align strategy, and deliver production-ready solutions.

Capital One | Senior Product Designer / Design Manager | Remote / 10.2021 – 03.2023

- Led 0→1 design of SmartPay, a new B2B payments product simplifying complex financial workflows for SMBs.
- Led org-wide OMNI design system consolidation, eliminating duplicate components and standardizing UX patterns across silos.
- Drove a global UI refresh, aligning visual patterns and interaction standards across Capital One's product suite.
- Mentored junior designers, improving team capability and design execution.

Lola Travel and Expenses | Product Designer | Remote / 03.2020 – 10.2021

- Owned the travel and user management silo across iOS, Android, and web — end-to-end, from discovery through delivery.
 - Redesigned the flight checkout flow to integrate spend management, virtual cards, and policy enforcement — pattern adopted across hotel and car rental bookings.
 - Shipped core features including QuickBooks integration, MFA authentication, and self-service flight editing.
 - Maintained and evolved the design system to support consistent product growth.
- Impact: Lola.com was acquired by Capital One in 2021.*

Pega Systems | User Experience Designer | Cambridge, MA / 11.2018 – 03.2020

- Designed reusable components to Bolt, Pega's open-source enterprise design system.
- Built internal platforms including Collaboration Center and Employee Portal.
- Partnered with engineering to maintain design-to-code parity across deliverables.

TripAdvisor | User Experience Designer | Needham, MA / 09.2015 – 11.2018

- Redesigned native mobile and web experiences for Attractions and Restaurants products.
- Built the Attractions Cart to improve checkout usability and conversion.
- Created a B2B Activity Feed for restaurant owners, increasing engagement.

PUMA, Sperry Top-Sider (Additional Experiences) | UX/UI Designer | 2009 – 2015

- Contributed to large-scale e-commerce experiences focusing on product discovery, checkout, and conversion.
- Collaborated cross-functionally in high-traffic, consumer-focused retail environments.

EDUCATION

General Assembly | User Experience Design Certificate | Boston, MA / 2015

Massachusetts College of Art and Design | BFA in Graphic Design | Boston, MA / 2009

SKILLS & TECHNOLOGIES

Product & UX Design

End-to-end product design (discovery → delivery)
UX/UI design, interaction design, product strategy
Enterprise & B2B SaaS UX
Design systems & accessibility (WCAG 2.2)
UX writing & content design

AI & Data-Informed Product Design

AI-assisted design workflows & prompt engineering

Designing for LLM-driven products, predictive analytics, and intelligent automation

Conversational UI & human-AI collaboration

Research & Optimization

User Research, Usability Testing, A/B Testing

Behavioral Analytics & Data-Informed Design

Collaboration & Leadership

Cross-functional collaboration with product, engineering, and stakeholders

Mentorship & design quality leadership

Agile & Lean UX

TOOLS & PLATFORMS

Design & Prototyping

Figma (advanced prototyping, component libraries, variables, AI plugins)

Adobe Creative Cloud

AI-Assisted Design Workflows

Claude for design ideation, UX copy exploration, flow validation, systems thinking, and edge-case analysis

Figma Make, ClaudeDesign, and Cursor for rapid prototyping, frontend refinement, and implementation-aware workflows

Galileo AI and Uizard AI for early UI exploration and rapid layout iteration

Design Systems

Figma Dev Mode, Tokens Studio, scalable component libraries

Design-to-development collaboration and documentation

Research & Analytics

Maze, Hotjar, Optimal Workshop, UserTesting

Frontend Collaboration

React fundamentals, Tailwind CSS, Storybook, HTML/CSS, design-to-code workflows

Collaboration & Delivery

Jira, Confluence, Miro, Notion, Slack