

Pawel Hahn

Lead / Staff Product Designer · Founding Designer · AI-native

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EXPERIENCE

Founding Designer / Freelance

AI startups in recruiting, pharma and edtech (May 2026 – Present)

- Building AI-native design systems and Claude skills for four clients, plus the design-to-code pipelines that take them from Figma to production: Figma MCP, v0, Vercel, paper.design
- Overseeing an external agency's AI-generated UI design, applying taste and judgment to catch AI slop before it lands in the code
- Running discovery workshops and product audits that take clients from 0 to 1, setting direction before a line of code gets written

Lead Product Designer, Product & Growth

Flash Pack (Oct 2023 – Mar 2026)

- Drove 39% conversion growth over the first four months through rapid experimentation across product and marketing
- Increased paid landing page conversion by 56% in one day
- Delivered 500% more account creations via a redesigned sign-up flow
- Doubled conversion rate by replacing standard browsing with a product quiz
- Originated and led a C-level initiative turning anonymized user data into a user-facing feature, later adopted by competitors
- Set up AI-assisted research and rapid prototyping workflows with no-code tools, cutting the time from idea to live test
- Established the design system and interaction design guidelines, and co-led the rebrand across product and marketing

Design Consultant (part-time)

GetYourGuide (Jan 2025 – Feb 2026)

- Advised leadership on knowledge-sharing frameworks for training, hiring and performance management, structured from the start for AI handover rather than manual upkeep
- The handover worked: the frameworks now run as AI-operated workflows, improving clarity, consistency and adoption across teams

Design Manager, Product & Growth

Leadfeeder (Apr 2022 – Sep 2023)

- Increased demo requests by 18% through a redesign of the request demo flow
- Drove 52% growth in new user signups over six months via landing page optimization and experimentation
- Led design across growth initiatives, aligning product, marketing and engineering around measurable outcomes
- Built and led a cross-functional team of five designers and engineers, owning hiring, performance and promotions
- Led the launch of Leadfeeder's new brand and website, rolling out brand guidelines across all touchpoints
- Drove product-led growth through experimentation, user research and AI-assisted insight generation

Product Design Manager, Growth

Netguru (Apr 2019 – Apr 2022)

- Owned and scaled the website as the primary growth channel, driving over 80% of company revenue
- Increased mobile conversion rate by 136% through UX and performance improvements
- Improved conversion rate by 106% on the Careers page by redesigning the user journey
- Scaled a cross-functional team of designers, engineers and QA from 1 to 10, running hiring and performance for the whole unit
- Owned the growth roadmap, A/B testing program and tech stack to increase experimentation velocity
- Led two major rebrands across a 60+ marketing team, managing stakeholders through rollout into product and growth workflows
- Established design systems and product design workflows with accessibility standards built in

Design Manager

Tandemite (Jan 2018 – Apr 2019)

- Led product design projects end-to-end, from discovery and workshops to delivery
- Grew and guided a design team of 6, improving quality, collaboration and delivery speed
- Introduced DesignOps practices to streamline workflows and handover

Founder & Design Lead

Fuzz Studio (May 2014 – May 2019)

- Built and scaled a design agency from 0 to 5 people, delivering 100+ projects across branding and digital
- Worked with global clients including National Geographic, Ericsson and AXA
- Featured in Contemporary Logo Design (Sandu Publishing) and the Symbol to Logo Exhibition

SKILLS

AI Native

- Building Claude skills that generate correct output against legacy design systems
- Toolchain: Figma MCP, v0, Vercel, Builder.io, paper.design, Claude Code, Cursor
- Reviewing AI-generated design output from external teams for quality and scalability
- AI-assisted research and discovery, prompt engineering, MCP servers
- Documenting AI-native workflows and reducing design debt

Design Leadership

- Building and scaling cross-functional teams, aligning design with product and growth
- Product strategy, product discovery, 0 to 1, experimentation, A/B testing and conversion optimization
- UX design, UI design, prototyping, wireframing, usability testing and user research
- Design systems, design tokens, accessibility, brand and identity, DesignOps, workshop facilitation
- Partnering with founders and C-level stakeholders across B2C, B2B SaaS and remote-first teams

EDUCATION

University of Rzeszów, Poland

- Postgraduate Certificate: Marketing (2010–2011)
- Master's Degree: Economics (2006–2011)

RECOGNITION

- Awwwards: Honorable Mention & Mobile Excellence for Netguru
- CSS Awards: Website of the Day for Netguru
- Best Career Page in Poland 2022 for Netguru