

Bart Andrzejewski

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Lead (or Founding) Product Designer

15+ years of experience, specializing in building design functions from the ground up. A "first design hire" veteran with a proven track record of driving measurable business impact—including a 19% activation boost at Zoovu and \$300k in annualized savings at Affirm. Expert at bridging product strategy, data-driven discovery (Amplitude), and engineering to ship high-quality, scalable products in high-autonomy environments.

Experience

Staff Product Designer, Affirm

Apr 2023 — Present

- Led the design and implementation of a customer support improvement initiative that resulted in a 5.6% decrease in user-based contact rate. This contributed to an annualized servicing cost reduction of over \$300K.
- Operated as a strategic partner to Product and Engineering leadership, driving end-to-end UX strategy for high-impact servicing initiatives.
- Balanced deep craft with product metrics, utilizing data-driven insights to increase CSAT by 5.3%.

Lead Product Designer, CreatorIQ

Jan 2022 — Mar 2023

- Led the transition from Sketch+Anima+Invision to Figma; educated the UX team on modern design and handoff workflows.
- Architected and maintained the core Design System, reducing component complexity and increasing development velocity across teams.
- Championed a 'systems-first' culture, ensuring consistent UX patterns across the entire product suite.

Lead Product Designer, Zoovu

Mar 2021 — Nov 2022

- Founding Design Lead for the Bosch Kitchen Planner. Led the end-to-end creation of the web app (research, design, and implementation review) with a team of 8 engineers.
- Partnered directly with founders to solve complex UX challenges, resulting in a 19% boost in user activation within 3 months.
- Drove 10% ARR growth by redesigning data visualizations and dashboard architecture based on user-oriented KPIs.

Senior User Experience Designer, EY

May 2020 — Feb 2021

- Lead Product Designer for high-impact internal tools, including a zero-to-one machine learning web app that increased audit efficiency by 60%.
- Collaborated with C-level executives to design and launch the 'Entrepreneur of the Year' targeting tool, streamlining global lead qualification.

Senior Product Designer, Monterail

Feb 2019 — May 2020

Full Stack Designer, Follow Vision

Jan 2018 — Dec 2018

Full Stack Designer, Smuw Studio

Jan 2014 — Mar 2023

Chief Marketing Officer, PERFAND

Nov 2013 — Nov 2014

What do I bring to the table?

Zero-to-One Expertise: I thrive in the early-stage chaos, building design functions, systems, and teams from scratch (e.g., Bosch Kitchen Planner, EY's EOTY targeting tool).

Measurable Impact: I design for metrics, not just pixels. My work has delivered a 19% activation boost at Zoovu, a \$300k+ servicing cost reduction at Affirm, and a 60% audit speed increase at EY.

The Technical Bridge: As a full-stack designer skilled in Figma, Vue 3, and Tailwind, I align design with engineering for rapid shipping.

Systems Thinking: I create scalable design systems, having led them at Affirm, CreatorIQ, and Zoovu.