

Damian Witkowski

Senior Product Designer / Complex workflows, product systems & AI

I map specialist workflows and system constraints, frame product decisions with research and data, and turn them into validated user flows, reusable patterns and rollout-ready products.

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PROFILE / 01

I design the decisions behind complex workflows.

Senior product designer, startup co-founder and hands-on product builder with 20 years across enterprise SaaS, construction, tax and accounting, logistics, e-commerce and consumer apps. I work from problem framing and workflow evidence through requirements, prototypes, system decisions and implementation, aligning users, business and engineering across teams and markets.

SELECTED EVIDENCE / 02

DE + US BCQD concrete-ordering releases from site research to delivery	~40% estimated reduction in UI inconsistencies	27 days 660k views, 1,040 watch hours, nearly 28k total subscribers
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Professional experience

Selected impact / ownership / delivery

JAN 2024 - PRESENT

Independent / EHW+

Essen / Remote

Independent Lead Product & UX Designer | Current lead engagement: EHW+

- Lead discovery and end-to-end product design for EHW+, a digital energy-management product, alongside selected independent web and mobile engagements.
- Independently create structure in underdefined problems by combining user research, usability testing, workflow analysis and product data into requirements and product priorities.
- Move from wireframes to validated interactive prototypes, reusable components and a scalable cross-platform design-system foundation.
- Partner with founders, product and engineering from early framing through implementation while keeping confidential client work and independent product delivery aligned.

RESEARCH > WORKFLOW MODEL > PROTOTYPE > CROSS-PLATFORM SYSTEM > IMPLEMENTATION

OCT 2022 - DEC 2023

Wolters Kluwer Tax & Accounting Deutschland

Ludwigsburg

Senior CX/UX Designer

- Owned CX/UX and new feature design across ADDISON, SBS and AKTE in an enterprise portfolio serving around 20,000 customers, including 6,000+ practices, and processing more than 2.5 million payroll statements per month.
- Carried specialist needs from research, interviews and concept validation into user stories, journeys, flows, wireframes, mockups and high-fidelity prototypes.
- Identified and resolved difficult usability and design problems, balancing domain accuracy, established user behavior and clear end-to-end interaction.
- Turned recurring workflow needs into shared design standards, contributing to an estimated 40% reduction in product UI inconsistencies.

EXPERT WORKFLOWS > RESEARCH + VALIDATION > FEATURE DEFINITION > SHARED STANDARDS

JUL 2020 - SEP 2022

NEXPLORE Technology GmbH / HOCHTIEF Group

Essen

UX/UI Designer

- Independently owned UX for BCQD, a web and mobile concrete-ordering application, from business-process translation and construction-site research through interaction design and releases in Germany and the US.
- Translated processes developed with users into wireframes, mockups, user flows and interactive prototypes, while analyzing, optimizing and prioritizing usability findings.
- Collaborated with process design, business analysis, software architecture and operational specialists, contributing to data mappings and code while aligning UX decisions with technical feasibility.
- Helped establish consistent interaction behavior across BCQD and Nexple's shared design system, transferred the working method to Minerva and supported the Angular-to-React redesign plus the initial HIG-based mobile design.
- Materially contributed to BCQD releases in Germany and the US and to a standardized service-design working method within Nexple.

SITE RESEARCH > BUSINESS PROCESSES > USER + DATA FLOWS > WEB/MOBILE UX > DE + US RELEASES

2019 - 2020

Pixum

Cologne

UX Designer

- Analyzed three ordering paths across product and device contexts using click behavior, experiment evidence and user-test findings.
- Built a product and device decision tree, compared three solution options and made customer, conversion, channel and technical tradeoffs explicit.
- Aligned UX/UI, Engineering, Product and Business input and translated the decision into mobile and desktop wireframes, UI components and an A/B-test plan.

2015 - 2019

myDaylivery

Cologne

Co-Founder & Lead Product Designer

- Co-founded and scaled myDaylivery with three partners, shaping the business, service model and product vision from first concept through market growth.
- Shaped a multi-actor courier platform connecting senders, commercial couriers or verified private drivers and recipients across different information and trust needs.
- Led product and service design across booking, matching, tracking, coordination and trust states in the portal, website, iOS and Android experiences.
- The founding team completed system and mobile-app testing plus a B2B beta; I also owned brand, acquisition and cross-channel experience consistency.

FEB 2013 - JAN 2015

Molotov Advertising

Cologne

Freelance UX Designer / Lead Designer

- Led concept development, UX and creative delivery for retail, service and lifestyle clients, managing app and web work including Liefair and myTermin through launch.

OCT 2006 - JAN 2013

Trading Up GmbH

Cologne

Art Director

- Directed cross-channel brand and campaign work across print, social, web and motion, owning quality from concept and photoshoots through print approvals and final delivery.

Selected owned product systems		PROBLEM FRAMING / PRODUCT DECISIONS / HANDS-ON DELIVERY	
RELEASED IOS / FINANCE Budgy: Private Spending Released a privacy-first budgeting app with receipt OCR, goals, recurring bills, StoreKit 2 and on-device insights. Product decision: keep data local and pair on-device intelligence with a rule-based fallback.		APP STORE / HEALTH & AI SugarFree AI Released a wellness product with AI food recognition, sugar and macro tracking, craving support, HealthKit and subscriptions. Product decision: make guidance actionable and transparent about health data and uncertainty.	
AI / IOS + MAC CATALYST Collage Easy Designed AI monetization across iOS and Mac with Pro access, credits, backend quotas, private analytics and failure refunds. Product decision: make cost, entitlement and failure visible states with server-enforced guardrails.		PRODUCT SYSTEMS / AUTOMATION / ANALYTICS Clip Forge Designed observable sourcing, rendering, publishing, verification and recovery. A 27-day run recorded 660k views and nearly 28k total subscribers. Product decision: explicit lifecycle states, durable handoffs and fail-closed recovery prevent duplicate or false success.	

Additional systems delivered: Pray Shield, Quickleys and Liefair. Portfolio case studies: damianux.vercel.app

GitHub & AI workflows

github.com/DamianDance

Public workflows plus private product repositories

Portable iOS App Factory Skills

Reusable AI-assisted workflows that connect product scope, UX/HIG, engineering QA, analytics, monetization and App Store delivery.

Training

Scrum Product Owner with Future Skills

Learning Digital | Aug - Nov 2024
540 training units in product vision, discovery, backlog and release management, evidence-based decisions, PSPO I and II curriculum, AI and automation.

Education

Gestaltungstechnischer Assistent

Berufskolleg Platz der Republik | 2003 - 2006

Fachabitur

Bilingual Gymnasium, Mönchengladbach | 2003

Capabilities

Product decisions

Problem framing, success measures, requirements, tradeoffs, prioritization, stakeholder alignment

Workflow & systems design

Actors, states, handoffs, exceptions, information architecture, service and data flows

Validation & delivery

Research, usability testing, prototyping, design systems, accessibility, product analytics, implementation

Tools

Design & research

Figma, FigJam, Miro, Maze, Dovetail

Product & analytics

Jira, Confluence, Linear, Notion, Mixpanel

AI & mobile development

Codex, Claude Code, SwiftUI, Xcode, Fastlane, RevenueCat, App Store Connect

Frontend & open source

HTML, CSS, JavaScript, Git, GitHub, GitHub Actions, VS Code, Storybook, Penpot, Supabase

Languages

German / Polish

Native

English

Fluent