

Rafał Kuczyński

SENIOR UX / UI & PRODUCT DESIGNER

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TOP 3% ON TOPTAL
10+ years on Toptal · Expert-vetted

I've spent 20+ years turning complexity into products people actually enjoy using.

PROFESSIONAL SUMMARY

Senior UX/UI and Product Designer with 20+ years of experience across web, mobile, SaaS and B2B products. I work end-to-end, from UX and product thinking through UI, visual design and design systems.

I like getting into complex products, understanding how they work, and finding ways to make them clearer, more useful and easier to navigate. My background in sociology and human behaviour gives me a strong foundation for understanding how people think and make decisions.

I also use AI tools as part of my workflow to explore ideas, prototype faster and iterate more efficiently, while keeping creative direction and final decisions in my hands.

EXPERIENCE BY DISCIPLINE

CORE		SPECIALIZED	
Digital Design	20 YRS	SaaS / B2B	13 YRS
User Experience (UX)	16 YRS	Web Application	10 YRS
User Interface (UI)	16 YRS	Mobile Design	8 YRS
Product Design	13 YRS	Design Systems	7 YRS
Branding	10 YRS	AI-assisted Design	2 YRS

TOOLS & SKILLS

DESIGN	UX/UI · Product Design · Visual Design · Design Systems · Prototyping · Research
PRODUCT	SaaS · B2B · Web Apps · Mobile · Dashboards · Data Visualisation
BRAND	Brand Identity · Branding · Visual Systems · Style Guides
TOOLS	Figma · Adobe CC · Framer · Canva · Sketch · Affinity · Lovable · Supabase
AI	Lovable · ChatGPT · Claude · Air · Suno

EDUCATION

Master of Science — Sociology
University of Szczecin, Poland
2005–2007

Bachelor's Degree — Sociology (Human Behaviors)
University of Szczecin, Poland
2003–2005

AT A GLANCE

20+	120+
YEARS EXPERIENCE	PROJECTS SHIPPED

HOW I WORK

01

Understand first

I like to understand the product, the people using it and the problem before jumping into screens.

02

Make it useful

Good design isn't decoration. It should make something clearer, easier, faster or more enjoyable.

03

Design for people

My background in sociology and human behaviour helps me understand how people think, behave and make decisions.

04

Use what works

I use AI to speed up exploration and production, while keeping the creative direction and final decisions in my hands.

CURRENTLY

Co-founding **Royal Rides**, a Royal Enfield motorcycle rental company in Malaysia. Leading brand, product and marketing design.

MAIN PROFESSIONAL EXPERIENCE

Royal Rides • CO-OWNER, LEAD DESIGNER

2025–Present

Co-founded Royal Rides, a Royal Enfield motorcycle rental company in Malaysia, leading product, brand and marketing design.

Designed and built the internal booking and fleet management web app, covering reservations, fleet management and maintenance.

Created the visual identity, website and marketing materials, keeping the customer experience consistent.

1Eighty Design, LLC • UX DESIGNER & WEB DESIGNER

2022–Present

Designed 100+ landing pages across SaaS, eCommerce and local services, focused on communication and conversion.

Frequently challenged the original brief when a different approach offered a clearer route to the client's goal.

Anguleris Technologies • PRODUCT DESIGNER, UX DESIGNER & APP DESIGNER

2017–Present

Helped design and maintain the BIMsmith, Forge, Market and Swatchbox product suite across AEC and construction technology.

Worked across connected products to maintain consistent user flows, visual language and shared design systems.

Built and maintained style guides and supporting marketing materials.

Cargoz • UX DESIGNER & WEB DESIGNER

2024–2026

Designed UX and UI for a storage management platform and online booking tool used by warehouses and their clients.

Mapped customer journeys, created onboarding tools and designed a real-time chat concept to help agents manage leads.

Consolidated scattered brand assets into a unified Figma style guide.

Simplero • PRODUCT DESIGNER, UX DESIGNER & APP DESIGNER

2021–2026

Designed and unified Simplero's product suite. Including the admin dashboard, page builder, courses, community, automations, funnels, email marketing and CRM into one consistent platform.

Built and maintained the main Figma library, making it easier and faster for the team to ship new features.

OTHER EXPERIENCE

Bandicoot Marketing • UX DESIGNER & WEB DESIGNER

2020–2025

Designed and launched 50+ websites and digital projects for retail, hospitality and local businesses, including responsive eCommerce experiences and promotional materials.

Amicable • UX DESIGNER

2020–2021

Designed a mobile co-parenting app focused on communication, scheduling and helping separated parents stay focused on their children.

Storyfire, inc. • UX DESIGNER

2018–2021

Designed the iOS experience from onboarding through storytelling and community features, including a campfire-themed reward system.

Flat World Partners Holdings, LLC • UX DESIGNER

2019–2020

Designed the Yves Blue Analytics web app, making complex ESG data easier to explore, and developed its visual identity and supporting materials.

Outfittery • UX DESIGNER

2017

Redesigned the sign-up and onboarding funnel based on user research and adapted the experience for iOS.

Carnahan Group • WEB APP & UX DESIGNER

2016–2017

Worked on key flows for a healthcare platform connecting patients and providers, alongside responsive layouts and supporting brand materials.

EARLIER EXPERIENCE

NETLIUM SDN. BHD. • UI/UX Lead Designer

Redesigned a casino website and registration flows for a more premium web and mobile experience.

CIETRADE SYSTEMS • Web Designer & UX Designer

Improved key areas of B2B trading platforms and created supporting campaign visuals.

VIRTUAL PEOPLE MARKETING AGENCY • Freelance Senior Graphic Designer • 2009–2017

Designed 100+ websites and apps for various clients; earned 3rd place in the LangLion ranking for language-school web design.

WHERE ARE YOU NOW? LTD. • UX Lead Designer • 2007–2009

Redesigned the community site's UI, refreshed the brand and created campaigns, including a promotion for The Darjeeling Limited.