



SENIOR UX/UI DESIGNER · SAAS · B2B · MOBILE · AI-ASSISTED DESIGN

Rafal Kuczynski

Senior UX/UI Designer with 20+ years across web, mobile, SaaS, B2B, and brand identity. I design end-to-end digital products and integrate AI tools into my design workflow to move faster and prototype smarter. Currently co-founding Royal Rides, a Royal Enfield motorcycle rental company in Malaysia, where I lead brand, product, and marketing design. Based in Malaysia, working with global clients.

Known for his resilience, positive mindset, and exceptional patience.

Selangor, Malaysia raf.kuczynski@pm.me

Top 3% on Tiptop

Co-owner of royalrides.asia

01 EXPERIENCE BY DISCIPLINE

CORE

Digital Design	20 yrs
User Experience (UX)	16 yrs
User Interface (UI)	16 yrs
Product Design	13 yrs
Branding	10 yrs

SPECIALIZED

SaaS/B2B	13 yrs
Web App	10 yrs
Mobile Design	8 yrs
Design Systems	7 yrs
AI-assisted Design	2 yrs

02 TOOLS & PLATFORMS

Figma Adobe CC Framer Canva Sketch Affinity inVision Lovable

Linear Supabase iOS Android

03 DESIGN SKILLS

UX/UI, VISUAL DESIGN & RESEARCH

User Experience (UX) Interaction Design Prototyping Wireframing User Flows

User Interface (UX) Visual Design Design Systems Dashboard Design

Data Visualisation Responsive Web Design

PRODUCT & WEB

Product Design Web Design Web App Design Landing Page Design

SaaS Design B2B Design

MOBILE

Mobile Design Mobile UX App UI

BRAND & IDENTITY

Brand Identity Branding Visual Systems Style Guides

EMERGING

AI-assisted Design No-code / Low-code

04 PORTFOLIO & LINKS

- Portfolio**
www.rafalkuczynski.com
- Royal Rides**
royalrides.asia
- LinkedIn**
linkedin.com/in/rafal-kuczynski

10+ YEARS ON TOPTAL

Expert-vetted through Tiptop's rigorous screening process. Available for freelance engagements globally.

www.toptal.com

05 EDUCATION

Master of Science — Sociology

University of Szczecin, Poland

2005 – 2007

Bachelor's Degree — Sociology (Human Behaviors)

University of Szczecin, Poland

2003 – 2005

Co-owner, Lead Designer · Royal Rides

2025 – Present

- Co-founded Royal Rides and own product, brand, and UX for a Royal Enfield motorcycle rental company in Malaysia.
- Designed and built our internal booking and fleet management web app from scratch (Figma → Lovable + Supabase). The team uses it daily to handle reservations, bikes, and maintenance.
- Created the visual identity, website, and marketing materials so the whole experience feels consistent, from ads through to booking.

UX Designer and Web Designer · 1Eighty Design, LLC

2022 – Present

- Designed around 100 landing pages across SaaS, eCommerce, and local services, focusing on clear stories and leads, not just visuals.
- Often suggested better approaches than the original brief when I saw a clearer way to reach the goal.

Product Designer, UX Designer, and App Designer · Anguleris Technologies

2017 – Present

- At Anguleris Technologies, I've helped build, design, and maintain their full platform suite BIMsmith, Forge, Market and Swatchbox — across
- the AEC and construction tech space. That meant working across multiple connected products at once: keeping user flows, visual language, and a shared design system consistent.
 - Built and maintained style guides and marketing materials in Canva across all products.

UX Designer and Web Designer · Cargoz

2024 – 2026

- Designed the UX and UI for a storage management platform and online booking tool used by warehouses and their clients.
- Mapped out customer journeys and created onboarding tools to help agents match clients with the right warehouses more easily.
- Mocked up a simple real-time chat app for agents to make it easier to capture leads and talk to active customers.
- Pulled scattered brand assets into one style guide in Figma.

Product Designer, UX Designer, and App Designer · Simplero

2021 – 2026

- Designed and unified Simplero's entire product suite, admin dashboard, page builder, courses, community, automations, funnels, email marketing, and CRM into one consistent, all-in-one platform.
- Built and maintained the main Figma library the team used, which made it easier and faster to ship new features.

UX Designer and Web Designer · Bandicoot Marketing

2020 – 2025

- Designed and launched 50+ websites and digital projects for retail, hospitality, and local businesses.
- Built responsive eCommerce sites and created ads, social graphics, and other promo visuals to support them.

UX Designer · Amicable

2020 – 2021

- Designed a mobile co-parenting app to help separated parents communicate, plan schedules, and stay focused on their kids.
- Turned user stories into clear wireframes and flows the whole team could work from.

UX Designer · StoryFire, Inc.

2018 – 2021

- Designed the iOS app UX end-to-end, from onboarding through to daily use of the storytelling and community features.
- Came up with a campfire-themed reward system to make progress and engagement feel more fun and on-brand.

UX Designer · Flat World Partners Holdings, LLC

2019 – 2020

- Designed the Yves Blue Analytics web app, making it easier to explore and understand complex ESG data.
- Looked after the visual identity across the platform and created print and digital materials for outreach.

UX Designer · Outfittery

2017

- Redesigned the sign-up and onboarding funnel based on user research, helping more people finish sign-up and place their first order.
- Adapted and tuned the onboarding experience for iOS so the flow felt natural on mobile, not just a copy of the web.

Web App and UX Designer · Carnahan Group

2016 – 2017

- Worked on key flows for a healthcare platform connecting patients and providers, plus responsive layouts and basic brand materials.
- Designed print and digital brand materials, including flyers, informational brochures, and promotional assets.

UI/UX Lead Designer · Netlium Sdn. Bhd.

2016

- Redesigned a casino website and sign-up flows to feel more premium and work better on web and mobile.
- Revamped the existing registration process for both web and mobile platforms.

Web Designer and UX Designer · cieTrade Systems

2015 – 2016

- Improved important areas of CieTrade’s B2B trading platforms and created supporting campaign visuals.

Freelance Senior Graphic Designer · Virtual People Marketing Agency

2009 – 2017

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

UX Lead Designer · Where Are You Now? Ltd. (UK/Poland)

2007 – 2009

- Redesigned the community site UI, refreshed the brand, and created campaigns, including a successful promo for “The Darjeeling Limited” movie.