Pawel Betkowski

Senior Product Designer
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Current stack

- Figma
- Claude
- Cursor

Summary

Senior Product Designer with 11 years of experience in B2B and B2C products. Created design systems at 9fin, Caplin Systems, Hero and Strike. Builds AI prototypes with Claude and Cursor, tested with 20+ clients, including Wall Street banks.

Work Experience

Senior Product Designer, 9fin

B2B · Mar 2025 – Present

- Led the design of the Financials Publishing Tool for the Data Ops team, from zero to a shipped product. It cut the time to publish an issuer's financial report from around 6 hours to around 3.
- Led the Design System rebuild: the entire component library and the full token system.
- Built AI prototypes with Cursor and Claude as the first versions of the customer-facing Financials UI. 20+ clients validated them in user interviews, and the design was then implemented.
- Worked closely with stakeholders and company leaders, leading a team of 10 alongside a Product Manager and Engineering Lead.

Senior Product Designer, Omnia (Experience Agency, contract)

B2B · Nov 2024 – Dec 2024

- Led design on a Department of Energy project (a government entity, under NDA). Pitched the design direction. The client approved it and the agency won the project.

Product Designer, Caplin Systems Ltd.

Fintech, B2B SaaS · Sep 2023 – Nov 2024

- Created and grew a new Design System for consistent, scalable product experiences. It was adopted company-wide.
- Implemented Design Tokens for colours, spacing, and UI patterns. This improved collaboration with developers.
- Introduced Design QA to check built UI against the designs before a ticket closes.

Product Designer, Hero

Health-tech, B2B and B2C · Jan 2023 – Sep 2023

- Built and maintained a Design System from scratch.
- Ran a beta of the Hero app with 200 users. It caught usability issues and validated that the app can accurately estimate VO2 max from camera-tracked workouts.

Product Designer, Strike (now Purplebricks)

Prop-tech, B2C · Aug 2021 – Jan 2023

- Led the creation and maintenance of the Design System.
- Led the redesign of the customer-facing platform "Strike Hub". Customer phone contact with agents fell significantly.

Experience since 2015 can be found on LinkedIn
https://www.linkedin.com/in/pawelbetkowski/