

Natalia Walewska

Product Designer

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SUMMARY

Designs AI products people finish using. At Previsit.ai, a redesigned medical intake chatbot took conversation completion from 57% to 77%. At Sastrify (acquired by Deel), the node-based workflow builder shipped to 50+ enterprise customers in its first release cycle. Speciality: conversational UI and complex admin workflows, the surfaces where one confusing screen costs real money. Prototypes in real code with Claude Code, and developers take those prototypes to production.

EXPERIENCE

FREELANCE PRODUCT DESIGNER | SELECTED CLIENTS | NOV 2021 – ONGOING

- Previsit.ai (AI healthcare SaaS, 2024 – 2025, returned 2026). Sole designer on the product, owning UX and UI end to end.
- Redesigned the doctor-facing platform and its core flow in 2026.
- Rebuilt the patient chatbot flows after 30 conversation reviews and 6 patient interviews; completion rose from 57% to 77%.
- Forlanso (freelancer SaaS with a marketplace surface). Rebuilt the information architecture and workspace experience: discoverability rose from 65% to 95%, shortening time-to-value for new users.
- Eskimed (healthcare SaaS, Feb 2024 – Dec 2024). Led a full platform redesign and rebrand with WCAG 2.1/2.2 as a core requirement; user satisfaction rose 45% in before/after surveys.
- Slove (B2C AI mobile MVP, Sep 2022 – Dec 2023). Rebuilt the booking flow around transparency and credibility signals; task success rose from 60% to 100%.

PRODUCT DESIGNER | SASTRIFY (ACQUIRED BY DEEL) | JAN 2025 – AUG 2025

- Reframed a single-feature brief into a connected redesign of Initiatives and Workflows.
- Designed the node-based workflow builder: a blank page becomes a working workflow in under 2 minutes, shipped to 50+ enterprise customers in the first release cycle.
- Lifted active initiative creation by 20% among early adopters in the first month.
- Simplified admin and approval workflows, cutting support tickets by 24% and reducing operational load on the success team.
- Brought the existing design system up to current patterns with a front-end developer, outside the assigned brief.
- Partnered daily with PMs and engineers on scope and phased delivery; validated decisions with Mixpanel, Hotjar, and Productboard.

SKILLS & CERTIFICATES

DESIGN: Conversational UI and agent-driven experiences · AI-assisted design workflows · end-to-end product design · user flows and IxD · prototyping · design systems · edge cases and system states · design QA · IA · accessibility (WCAG 2.1/2.2)

TOOLS: Figma (components, autolayout, variables, dev mode) · FigJam · Figma Make · Cursor · Claude · Claude Code · ChatGPT · Perplexity · Mixpanel · Hotjar · Productboard

CERTIFICATES: How To Design for Accessibility: for UX Designers (WCAG 2.2) – Udemy · Claude Code 101 – Anthropic · AI Fluency Framework & Foundations – Anthropic

LANGUAGES: English (fluent) · Polish (native) · Spanish (basic)

EDUCATION

MS, USER EXPERIENCE DESIGN | 2021 – 2022

Barcelona Technology School & Universidad de Barcelona (Double Degree)

BA, BUSINESS MANAGEMENT WITH MARKETING SPECIALISATION | 2018 – 2021

Kozminski University & University of Victoria (Double Degree)