



Anna Wszelaka

PRODUCT / UX DESIGNER

B2B SAAS, ACCESSIBILITY, DESIGN SYSTEMS

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PROFESSIONAL SUMMARY

Product Designer with 5+ years of experience in digital products and 10+ years in visual design, specializing in complex SaaS platforms, accessibility, and design systems. Experienced in product improvements across user flows, information architecture, usability, and scalable UI, with strong collaboration across engineering, design, and stakeholders. Brings a systems-thinking approach to simplifying complexity, improving product clarity, and supporting product decisions with user-centered, feasible solutions.

SKILLS

Product Design • UX Design • B2B SaaS • User Flows • Information Architecture • Wireframing • Prototyping • Usability Testing • Interaction Design • Design Systems • Component Libraries • Design Tokens • Accessibility • WCAG 2.2 • ACR / VPAT • Inclusive Design • Cross-functional Collaboration • Stakeholder Management • Product Improvements • UX Audits • Storybook • Figma • Jira • Axe • Lighthouse

WORK HISTORY

UX/UI Designer (Accessibility-Oriented) MazeMap | 09.2025 – Present

Indoor navigation and wayfinding platform deployed across 100+ universities, hospitals, and public institutions, including NTNU and the University of Sydney, with expanding presence in the US and Canadian markets.

- Audited a kiosk experience with fragmented navigation and usability issues, and defined a prioritised improvement plan with quick wins and long-term product improvements to reduce friction and improve clarity in real-world use.
- Improved navigation across complex multi-building environments by restructuring user flows and information paths, reducing confusion for first-time users in high-density institutional spaces.
- Identified a key product usage gap in the mobile app by analysing why student adoption dropped after initial campus familiarisation, helping define opportunities to improve retention, repeat usage, and long-term product relevance.
- Prioritised usability improvements by balancing short-term fixes with long-term scalability, technical feasibility, and product quality.
- Collaborated closely with developers to align design decisions with technical constraints early, improving implementation consistency and reducing rework.
- Integrated accessibility requirements into product workflows, including WCAG 2.2 and ACR / VPAT-related improvements, while maintaining usability in complex digital systems.
- Built and maintained a scalable design system aligned with accessibility standards and integrated with Storybook, improving consistency, scalability, and collaboration between design and development.
- Presented UX risks, trade-offs, and recommendations to stakeholders, supporting alignment across product, design, and engineering teams.

UX/UI Designer

Manalab | 01.2023 – Present

Delivered UX/UI strategy and implementation for service-based businesses, including medical and dental clinics, architectural studios, turnkey interior firms, and legal practices.

- Designed end-to-end digital experiences, improving user flows and information structure from entry point to conversion.
- Translated complex or unclear service offerings into clear digital journeys that supported user decision-making.
- Identified and prioritised product and UX improvements balancing immediate business goals with long-term clarity and trust.
- Worked directly with clients and stakeholders to align user needs, business objectives, and digital product structure.
- Delivered UX/UI strategy and implementation for service-based businesses across healthcare, legal, architecture, and interior sectors.

Founder & Lead Designer

Fudenami Design | 12.2020 – 12.2022

- Led branding and digital design projects for international clients
- Managed full project lifecycle from concept to delivery
- Facilitated client communication, project scoping, and decision alignment
- Delivered consistent visual systems across digital and print

EARLIER CAREER

Visual & Brand Design (2009–2019)

- Built strong foundations in visual systems, typography, layout, and communication design.
- Led branding and digital design projects across agency and in-house environments.
- Managed projects from concept to delivery, collaborating with clients and cross-functional teams.
- Developed consistent visual systems across digital and print touchpoint

EDUCATION

2010–2014 Bachelor of Engineering in Computer Graphics
Wrocław School of Information Technology “Horyzont”

2006–2008 Marketing & PR Studies - WSB School of Banking

2004–2005 Advertising Techniques Specialist - ROE Wrocław

COURSES

UX/UI Full Stack (AI-supported) - Digital Master Institute, 2025

UX/UI Bootcamp - Research & Product Lifecycle, 2018

LANGUAGES

Polish - Native

English - C1

Norwegian A2