

Kacper Cichy

Senior Product Designer · Design Lead

I design products end to end: research, design systems, prototyping and shipping with AI.

kontakt.kacper.cichy@gmail.com +48 515 396 957 Poznań Portfolio

Profile

I have been designing for 9 years: I started in print, today I design digital products. At N2 Media I lead the design team. I build operational products for N2Holding companies and external clients, from research and Figma design to delivery with AI agents. I work with private companies, public institutions and on EU-funded projects.

Experience

Design & UX Manager, N2 Media

09.2024 - present, Poznań. Creative agency and software house, N2 Holding

- Designed and shipped a system for the catering company Błogość: the **BłogoDASH** dashboard - managing the kitchen, warehouse, staff and sales - and the **BłogoSELL** app tracking drivers' sales, map position and interactions.
- Launched a sales network expansion system and a scouting system in the drivers' mobile app. Since the system started in **September 2026**, sales locations grew by **122%** and profit per driver by about **20%**.
- Lead an **interdisciplinary team** of **2-3 people**. Run recruitment, onboarding, mentoring and design reviews. Work **closely with clients and the N2Holding board** to deliver their business goals.
- Designed and shipped N2Hub, the agency's work planner used by **the whole team**. The system is **tailored to the needs of every department**, such as HR, Sales, Production and Creative Studio.
- I build products with AI agents (Claude Code, Codex): specification, review of every change, testing and release.
- Built the design systems of all N2Holding brands. Designed and shipped **7 websites** for holding companies and **over 10 websites** for clients, backed by UX and WCAG 2.1 AA audits.

UX/UI Designer, Ecommercy

06.2024 - 08.2024, Poznań. E-commerce agency

- In 3 months I designed **about 20 online stores** and ran over **30 UX workshops**.

Graphic Designer (web and UI), Wirtualna Polska Group

02.2023 - 06.2024, remote. One of the largest media groups in Poland

- Delivered **about 75 projects**: brand content sites for partner brands and rich media formats.
- Promoted from junior after 2 months. Daily work with front-end developers.

Creative Graphic Designer and DTP, Akcygraf

05.2021 - 01.2023, Poznań. Graphic studio and print house

- Over **100 marketing projects**: design, prepress and production supervision.

Skills

Product and UX: Product discovery, user research, information architecture, user flows, wireframes, prototyping, design systems, B2B operations dashboards, web and mobile, motion design, product data analysis, accessibility (WCAG 2.1 AA)

Team: Team leadership, recruitment, mentoring, design review, process optimisation, workshops, collaboration with developers

AI-native: Claude Code, Codex, MCP servers, prototyping with AI; stack: Next.js, Payload CMS, Supabase, Vercel

Tools: Figma, Framer, Adobe Photoshop, Illustrator, InDesign, After Effects, Remotion, Midjourney

Languages: Polish (native), English C1

Education

Bachelor's degree (completed), Creative Management, Collegium Da Vinci, Poznań, 2023 - 2026

Graphic and Digital Print Technician, ZSZ no. 6 im. J. Lelewela, Poznań, 2017 - 2021

Interests: startups and new products, AI tools, progression fantasy.

I consent to the processing of my personal data for the purposes of the recruitment process, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (GDPR).