

Karolina Kurstak

Product Designer

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ABOUT

Product designer with 8+ years across developer infrastructure, AI, fintech and clinical technology. I turn complex technical systems into clear products, working from ambiguous problems and product direction through interaction design, prototyping and implementation. I work closely with engineering and use AI and code to shorten the path from idea to working product.

CORE STRENGTHS

Complex systems · Developer tools · Design systems & shared patterns · Information architecture · User research
AI interaction design · Enterprise observability · Product strategy · Rapid prototyping · Engineering collaboration

EXPERIENCE

Elastic

Senior Product Designer

Oct 2022 – Present

Lead design across core Elastic Observability experiences, turning distributed-system complexity into tools engineers use to understand, investigate and operate their systems. Own end-to-end design across APM, distributed tracing and Service Map, from problem definition through interaction models, prototyping and implementation. Established reusable patterns spanning service details, SLOs and AI-assisted workflows. Led foundational work on Inventory, incident investigation and Universal Profiling. Currently shaping a new onboarding and integrations model for how users bring data into Elastic and manage it over time.

Howspace

Principal Product Designer

Jan 2022 – Jun 2023

Worked directly with the CEO and engineering on product direction for an AI-powered collaboration platform. Built the company's first design system and designed AI-powered experiences including theme clustering, semantic analysis and AI-assisted facilitation. Worked end-to-end across product strategy, research, interaction design and delivery.

Boclips

Senior Product Designer

Feb 2021 – Jan 2022

Designed core experiences for a video-learning platform, built its UI library, and led product research with teachers and learning designers.

IQVIA

UX/UI Designer

Sep 2020 – Feb 2021

During the time-critical COVID-19 response, I designed clinical-trial workflows for IQVIA's platform, which supported the enrolment of 40,000 patients in eight weeks.

BNP Paribas Bank

UX/UI Designer

Jan 2019 – Sep 2020

I designed investment and payment experiences across BNP Paribas' web and mobile banking products, serving 4M+ customers. I also led the initial design phase of its banking experience for children and coordinated user research conducted by an external research agency.

Independent Product Designer (contract) 2018 – 2022	Worked across a range of mobile and responsive web products, delivering product strategy, UX/UI design and brand identity concepts for clients across different industries and stages of maturity.
Nielsen Market Research Specialist 2015 – 2017	Market research and data analysis focused on German-speaking European markets.

CERTIFICATIONS & WORKSHOPS

Outcome-Driven Metrics · Strategic UX Leadership with Jared Spool (Spring 2026)
Strategic UX Research · Strategic UX Leadership with Jared Spool (Spring 2026)
ROI in UX & Analytics in UX · Nielsen Norman Group (2024, 2025)
Design Sprint Facilitator · Design Sprint Academy (2021)
Professional Scrum with UX · Scrum.org (2020)

EDUCATION

Post-graduate, China-EU Scholarship · Beijing Normal University (China) (2014–2015)
MA, International Relations — East Asian Studies · University of Warsaw (Poland) & University of Bonn (Germany) (2011–2013)
BA, International Relations · University of Warsaw (2008–2011)

LANGUAGES

English · Proficient (CPE, 2012)
Spanish · Proficient (DELE 2, 2013)
Polish · Native
Portuguese · Learning