

# Karolina Kurstak

Senior Product Designer

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## ABOUT

Senior Product Designer with 8+ years building tools for high-stakes environments — the kind used by engineers and analysts — where unclear UX has real consequences. My process is end-to-end: research, systems, interaction, and delivery — always in close partnership with engineering. My background spans fintech, healthtech, edtech, and enterprise SaaS. AI is part of how I work: research synthesis, rapid prototyping, pressure-testing decisions, and the occasional code fix.

## CORE STRENGTHS

Design systems & shared patterns · Enterprise observability · Research with engineers in the room · AI tooling · Cross-team facilitation · Information architecture · Interaction design · Design sprint facilitation

## EXPERIENCE

### Elastic

Senior Product Designer

Oct 2022 – Present

Product designer on the Observability suite. End-to-end design lead for APM, Traces in Discover, and the Service Map. Recent work spans the flyout system — the Service Flyout, the SLO flyout family, and the AI patterns shipping across them — plus cross-product consistency standards. Currently designing for Onboarding. Earlier foundational work includes the entity-centred Inventory rethink, Elastic's first SRE Incident Journey Map (2023), and the Universal Profiling redesign.

### Howspace

Principal Product Designer

Jan 2022 – Jun 2023

Design lead for a Finnish AI-powered platform for collaborative dialogue. Designed the company's first design system; contributed to AI features (theme clustering for participant discussion, semantic word clouds, AI-assisted facilitation); worked alongside the CEO and engineering on product direction.

### Boclips

Senior Product Designer

Feb 2021 – Jan 2022

Designed the company-wide UI library and worked on key features for a video learning platform for educators. Grounded in extensive user research with teachers and learning designers — multiple rounds of interviews, usability sessions, and synthesis that shaped product direction.

### IQVIA

UX/UI Designer

Sep 2020 – Feb 2021

Contributed to the design of IQVIA's COVID-19 clinical trial platform during the pandemic. Worked on patient-app enrolment flows and clinical trial tooling at scale (40,000 patients enrolled in 8 weeks via the toolset I contributed to).

### BNP Paribas Bank

UX/UI Designer

Jan 2019 – Sep 2020

Designed web and mobile experiences focused on investments and payments for a 4M+ customer banking platform. Contributed to concept work for a children's banking app and coordinated user research across internal and external audiences from an in-house UX research lab.

## **Self-employed**

Product Designer (contract)  
2018 – 2022

Freelance product design across mobile and web. Delivered product strategy, UX design, and brand identity for a range of clients — including an independent UX audit of Ryanair's booking flow that surfaced three priorities across the journey, with a conceptual redesign for each.

## **Nielsen**

Market Research Specialist  
2015 – 2017

Created market data reports focused on German-speaking European markets. The research-first instinct I carry into design work started here.

## **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