

Bartosz Staniszewski

Senior UX/UI Designer | Landing pages & CRO | A/B testing | Design systems | AI workflows

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PROFESSIONAL SUMMARY

Senior UX/UI Designer with 10 years of design experience (commercially since 2018) in iGaming and affiliate products, where design is judged by conversion: every landing page, ranking and CTA exists to move a user from content to an operator sign-up. I design in Figma, build hands-on with HTML/CSS, and let data drive decisions through GA4, Microsoft Clarity heatmaps and A/B tests. I create reusable components and design systems so teams can launch new pages quickly and consistently, and since 2026 I have been building AI-driven design workflows with Claude, including Claude Design.

WORK EXPERIENCE

Graphic Content Design & AI Design

iGaming Dragon | Aug 2026 – Present

iGaming Express and iGaming Polska (iGaming B2B media)

- Built an AI-driven design workflow with Claude: from a short brief to two on-brand graphic formats in under 4 minutes, so the team can publish and iterate fast.
- Turned brand identities into reusable templates and rules (layout system, typography, color, components) that keep output consistent at speed.
- Design visual systems for podcasts and social media channels, including motion design for social.
- Track results with the team: +1,500 LinkedIn followers since August 2026 and +164.6% post impressions (Aug 16 – Sep 28, 2026).

Senior UX/UI Designer, Graphic Department Coordinator

iGamingNuts.com | 2019 – Jul 2026

Affiliate products incl. LegalniBukmacherzy.pl

- Designed and launched campaign landing pages for operators, incl. Superbet for the 2026 FIFA World Cup, with conversion-focused hierarchy and CTAs.
- Ran A/B tests on the highest-value pages (e.g. the Superbet promo code article and the bookmaker ranking); small UX changes increased engagement and the number of returning users (conversion rate optimization, CRO).
- Used GA4 and Microsoft Clarity (heatmaps, session recordings) to find where users dropped off and turned the findings into hypotheses and design changes to layout, content hierarchy and CTAs.
- Built reusable UI components (match boxes, betting tip cards, tool grids, odds comparison) and maintained the design system in Figma, so new pages could be assembled quickly and consistently.
- Designed the "Strefa Typera" tools hub (bento grid, five tools visible without tabs, sticky mini-navigation) and the 2026 World Cup hub with group tables, bracket and contest modules.
- Worked in sprints with Product and Engineering (Jira, Confluence), documenting briefs, versions and handoffs, and coordinated a 2-person design team.

Freelance Designer

Self-employed | 2016 – Present

Commercially since 2018

- Landing pages, websites and online stores from design to launch (WordPress, Elementor, WooCommerce), incl. custom product listing, product page and cart templates for arbotanica.com.
- Scoped proposals and estimates for UX/UI projects, e.g. a theshowtime.pl redesign offered with a clickable prototype or as a static scope.
- Brand identity and campaign graphics for sports clubs, incl. Lechia Gdańsk, Trefl Sopot and Polonia Warszawa.

PROJECTS

- **2026 World Cup Predictor (LegalniBukmacherzy.pl)**: prediction game for about 1,200 players. About 1,000 stayed until the end of the tournament, while typically about 40% drop out after the first round; a key driver was a view showing the most popular pick and how many players got it right.
- **Superbet × Onet Przegląd Sportowy campaign landing page**: World Cup offer page with a boosted-odds count-up animation, animated headline highlight, partner bar and mobile-first CTA, refined over seven iterations.
- **remisy.pl**: wireframes and a clickable multi-step coupon builder prototype built in Claude Design, for desktop and mobile.
- **BartoszRobi.pro**: personal portfolio with a design system, light and dark mode, interactive canvas hero and GA4 event tracking from visit to CV download.

SKILLS

Growth & CRO: landing pages, conversion rate optimization (CRO), A/B testing, hypothesis-driven design, funnel and drop-off analysis, CTA optimization, user flows

Figma & Design Systems: Figma (components, auto-layout, design systems, clean file organization), reusable UI components, prototyping, wireframing, responsive design, WCAG

Analytics: GA4, Microsoft Clarity (heatmaps, session recordings), event tracking

AI: Claude, Claude Design, AI agents, generative AI (Midjourney, Freepik, ChatGPT), prompt engineering, workflow automation

Motion & Visual: After Effects, motion design, UI micro-animations (CSS), banners, key visuals, brand identity, Photoshop, Illustrator

Front-end: HTML/CSS, WordPress, Elementor, WooCommerce; hands-on experience with Webflow and Framer

Collaboration: cross-functional work with Product, Engineering, editorial and marketing teams; Jira, Confluence, Clockify, Slack

EDUCATION

- **Master of Engineering (MSc Eng.), Urban Planning** | Gdańsk University of Technology, 2017–2019
- **Engineer's Degree (BEng), Spatial Management** | University of Warmia and Mazury in Olsztyn, 2014–2018

CERTIFICATIONS & TRAINING

- **UX-PM Level 1** | Credential ID: UX-PM1-5228-PL21-1142
- **"Leadership and the Role of a Leader" training** | Training Projects, series of 8 workshops, Gdańsk, 2026

LANGUAGES

Polish (native), English (B2)

I hereby 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).