

EMILIA JASNOCH

Senior Product Designer — Enterprise B2B SaaS Specialist

Ostrów Wielkopolski, Poland (CET) | +48 501 100 023 | jasnoch.emilia@gmail.com

linkedin.com/in/ejasnoch | jasnochemilia.com

TLDR; I turn complex, data-heavy B2B systems into workflows people actually trust — with a real supply chain background most designers don't have. At Strategy, I lead end-to-end design for data-heavy interfaces and the AI-assisted automations that replace manual admin work.

■ Skills

- **Core:** Product Design, UX Design, B2B SaaS, User Research, User Interviews, Data Visualization, Prototyping, Usability Testing, Mentoring, Generative AI, Conversational BI, Agentic Tools, Journey Mapping, Design Thinking, HCD (Human-Centered Design), Front-end technologies knowledge, UX Writing, Data-Driven Design, Inventory Management UX, Branding Strategy, Blockchain Technology, End-to-End UX, Design Systems, Accessibility.
- **Design Systems:** Component library architecture, maintaining & scaling existing systems, design tokens, Figma Auto Layout, Figma AI agents, Storybook documentation, WCAG Accessibility Standards, UI Version Control, Cross-platform Consistency.
- **Tools:** Figma, Storybook, MicroStrategy, Jira, Rally, Gemini, Claude Code (CLI), VS Code, GitHub, Miro, GA4, Clarity, Pendo.
- **Industry:** Business Intelligence (BI), Artificial Intelligence (AI), Predictive Analytics, Supply Chain Management, Transport, Logistics Operations, Enterprise Resource Planning (ERP), Enterprise Software, Web3 and Blockchain.
- **Languages:** Polish (Native), English (C2, Full Professional Proficiency).

■ Work Experience

Senior UX Designer

Feb 2022 – Present

Strategy (formerly MicroStrategy) — Global leader in enterprise analytics & BI software

- **End-to-end product ownership:** lead designer for core SaaS platform features, managing full lifecycle from discovery and research to high-fidelity delivery and post-launch validation, ensuring scalable architecture and consistent user experiences.
- **Python Script Scheduler (key feature):** designed a robust automation tool, called Planned Tasks, allowing admins to schedule complex scripts, directly replacing old manual workflows and increasing operational efficiency for business clients.
- **Design Systems ownership:** built a new, scalable Design System from scratch and continuously maintain it alongside existing legacy libraries — components structured with Figma Auto Layout and design tokens for consistency across themes and states, with Figma AI agents used to speed up variant generation and documentation; collaborated with developers to validate components in Storybook, ensuring pixel-perfect implementation across states.
- **User-centric iteration:** refined complex admin workflows by integrating user feedback and quantitative insights. Conducted lightweight usability checks between iterations to reduce friction in data-heavy tasks, seamlessly bridging the gap between user needs and technical limits while systematically covering possible edge cases.
- **Global collaboration:** partnered with cross-functional engineering, product, and QA teams across Poland, USA, and China. Streamlined communication across multiple time zones by facilitating async design reviews, aligning on complex technical requirements early, and establishing rigorous handoff standards that kept design and engineering in lockstep across regions.

Project Supply Chain Specialist

Mar 2017 – Jul 2020

GEA Refrigeration Poland — Global industrial refrigeration technology provider

- **Complex project management:** managed end-to-end supply chain logistics for large-scale industrial projects, ensuring alignment with strict deadlines and KPIs — experience that directly informs current approach to designing logistics software.
- **Stakeholder alignment:** acted as the primary liaison between internal implementation teams, external suppliers, and clients, resolving critical operational blockers in real time and keeping every party aligned on scope and next steps throughout each project.
- **Process optimization:** streamlined communication workflows among stakeholders to reduce project delays, demonstrating early aptitude for systems thinking and efficiency — mindset later carried directly into designing operational software flows.

■ Selected Projects

Zygia — Art Archiving & Inventory SaaS

In progress — MVP

Sole Creator & End-to-End Product Designer

- Building a comprehensive SaaS platform from the ground up for digital cataloging and inventory management, explicitly tailored to streamline core operational workflows and asset tracking inside a private art workshop.
- Establishing a realistic product roadmap and independently managing every development phase — from initial concept, branding, and UX/UI architecture to preparing go-to-market campaigns and long-term growth plans.
- Leveraging AI-native builder tools and vibe coding principles to single-handedly execute the full product lifecycle, deploying functional front-end code, mobile-responsive layouts, and scalable database integrations ready for future multi-tenancy.

■ Education & Certifications

Master's & Bachelor's Degree, Transport and Logistics

2012 – 2017

Uniwersytet Gdański, Poland — Focus: Logistic Centres, Warehouse Infrastructure & Global Supply Chain Systems

UX Design Bootcamp (445 hours)

2020 – 2021

InfoShare Academy — Full-time UX/UI retraining program, 7 months long, under mentors' guidance, including a self-directed final project in a team of 4 participants: mobile application for a leading Polish bookfans webpage "Lubimyczytać".

INTERESTS Active outdoors (motorcycling, hiking, camping), 3D printing, video games, gym workouts, DIY crafting, and learning the piano.