Pete Zelinsky*

* Piotr Zialinski in my passport. Same person, easier to pronounce.

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Senior Product Designer with 10+ years of experience. I've designed for web, mobile, touchscreen kiosks and AR headsets, usually from the first research to release. What I'm best at is turning complicated business logic into clear flows. I also animate interfaces and prototype in code when a static design can't answer the question. I'm used to short cycles and changing priorities, and I like having developers involved from the start.

Experience

Senior Product Designer · Vention — February 2020 – Present

Vention builds custom software for other companies. I work as a designer inside client teams, together with developers, product owners and stakeholders, on products in fintech, healthtech, procurement and retail.

Contract · CLM module in an enterprise procurement suite, NDA

- Joined after launch to design new features for a live module used by procurement, legal and business teams.
- Designing framework agreements with linked child contracts, tasks (inside each contract and on the dashboard) and reusable clauses for contracts and templates.
- Working with stakeholders, the product manager and business analysts within the suite's design system. All three features are in development.

Costa Express · self-serve coffee machines and business website · Lead Product Designer

- Led the redesign of touchscreen ordering on Costa Coffee's self-serve machines: a quick-order row for popular drinks, one screen for customizing and a new waiting screen.
- Started by measuring the old interface with the data analyst, then ran three rounds of remote testing, in-person sessions with customers and a pilot before rollout.
- Orders got 15% faster, more people customized their drinks and basket size went up.
- Built one design system for three machine versions and moved every screen to Costa's refreshed brand.
- Also redesigned the business section of Costa's website for B2B partners and franchise inquiries.

Surgery · surgical practice and education platform, NDA

- Worked on the product as it grew from a single 3D tool for CT and MRI scans into a platform for surgeons, educators and medical students, bought by hospitals and universities.
- Designed the 3D viewer, the HoloLens AR app, procedure video, collaboration and education modules, plus shared navigation and onboarding for each role.
- Designed for safety: patient details always on screen, left/right markers on 3D models, a simplified AR interface with voice commands. Tested releases with a panel of 6 surgeons.
- Created the design system from scratch and maintained it across the web platform, the 3D viewer and the AR app.

Grow · white-label banking platform, NDA

- Redesigned the iOS and Android app on a neutral base that works under any client's logo and colors.
- Designed the main flows for mobile and web: transfers, cards, transaction history, KYC onboarding, crypto and currency exchange.
- Designed a large part of the back office: transfer and registration review, account management, bulk CSV import of transactions.
- Set up the product's first component library. New features got faster to design and ship.

UX Designer · COMBridge IT Consulting — March 2019 – February 2020

Designed web and mobile apps for workforce productivity and task management. Did user research and usability testing, and built prototypes with developers and business stakeholders to test ideas early.

UX Generalist · Upwork — September 2016 – February 2020

Freelance UX/UI for startups and companies in e-commerce, healthcare, finance and SaaS. Usually the whole job, from requirements to wireframes, prototypes and final UI.

Side projects

Hyperanchor · keyboard-first planner, live at hyperanchor.app

Designed it and built it with Claude Code: the interface, the landing page, the API and the database.

Animation · UI animation course and tutorials

Put together a two-part course on UI animation, Basic and Advanced, and taught it to 20+ designers in our department. Also made UI animation tutorials for YouTube.

How I work with AI

AI tools are part of my daily work. I mostly use them to get from a rough idea to something people can click and react to.

Clickable prototypes early

When requirements are vague, I build a quick working prototype. People give much better feedback on a flow they can click through than on static screens.

Claude Artifacts

Prototyping in code

For trickier interactions I build the prototype in code with real components and data. Edge cases show up sooner, and developers get a working reference to build from.

Claude Code

Finishing by hand

I still do the final layout, typography and interaction details myself, in Figma and CSS.

Figma · HTML/CSS

Skills

Design

Interaction Design, Design Systems, Prototyping, Visual Design, Responsive Design, Accessibility, Information Architecture

Research

Product Discovery, User Research, Usability Testing, Experimentation, Product Analytics, Data-Informed Design

Motion & Code

Interface Animation, Motion Design, Animated Prototypes, Prototyping in Code

Tools

Design

Figma, Illustrator, Photoshop

Research

UserTesting, Hotjar, Maze, Miro

Motion & Code

After Effects, HTML/CSS, Claude Code, Claude Artifacts

Languages

English

C1 · Advanced

Russian

Native

Polish

A2 · Elementary