Isabella Czelusniak

Product Designer | UX Research | Product Strategy | Enterprise SaaS & AI Products

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Summary

Product Designer with 5+ years of experience designing enterprise SaaS, AI-powered, B2B, fintech, and mobile products. Specialized in end-to-end product design, UX research, and product strategy, turning complex, data-heavy business workflows into clear, scalable user experiences. Research I led has shaped 71% of upcoming roadmap initiatives at an AI retail SaaS company, and the Figma design system I built cut styling-related code by 78%. Partner closely with product managers, engineers, data scientists, and business stakeholders. Background in graphic design and management; currently pursuing an M.S. in Strategic Management.

Professional Experience

Product Designer | Cognira | Atlanta, GA | Jul 2023 – Present

AI-powered enterprise SaaS platform for retail promotion planning, optimization, forecasting, and analytics.

- Lead end-to-end product design for AI-powered enterprise applications, turning complex retail operations, financial workflows, and data-intensive processes into intuitive user experiences.
- Initiated and led UX research and product discovery (usability research, heuristic evaluations, stakeholder interviews) across 23 product initiatives with 17 stakeholders, identifying usability gaps and validating product opportunities.
- Influenced product strategy and roadmap prioritization: research findings shaped 71% of upcoming product initiatives.
- Led the PromoAI Vision research initiative, synthesizing user feedback and stakeholder sessions into 23 strategic opportunities, 12 of which were added to the product roadmap.
- Designed complex B2B workflows for Funder AI, including supplier-retailer negotiations, funding approvals, forecasting, optimization, bulk operations, and contextual alerts.

- Designed data visualization, analytics, and reporting experiences, including executive dashboards, performance analysis, financial forecasting, and AI-driven recommendations.
- Initiated and built the company's first Figma design system and component libraries (PromoUI, RichUI), reducing styling-related code by 78% and improving interface consistency by 60%.
- Accelerated development workflows by 35% through reusable components, detailed interaction specifications, and integrated Jira–Figma documentation for design-to-development handoff.
- Streamlined research operations and documentation, making research planning 283% faster.
- Contributed to 5 major product releases; 49% of 251 documented usability issues were resolved in the first release.
- Mentored 2 junior designers and 3 cross-functional stakeholders, supporting 2 internship projects and raising UX maturity across teams.

Key projects: PromoAI Vision, Funder AI, Executive Dashboard, PromoAI Advisor, Targeter Vision, Analyzer, PromoUI and RichUI Design Systems.

UX & Product Designer (Freelance) | Remote, International Clients | Jun 2021 – Jul 2023

- Led end-to-end design for fintech, telecommunications, enterprise software, and e-commerce clients: discovery, information architecture, user flows, wireframes, prototypes, UI design, and usability testing.
- valantic LCS: Redesigned legacy enterprise applications built on OutSystems across 11+ interfaces, modernizing 2 applications for usability and design system consistency.
- Cluster: Designed admin and client-facing B2B marketplace experiences for a chemical supplier, streamlining internal workflows and meeting 92% of project KPIs; usability tests with 5 target users uncovered 3 major usability issues.
- IOKEE: Improved navigation and information architecture for an energy-usage mobile app, mapping 5 core user workflows and reducing navigation clicks by 25%.
- Collaborated directly with clients, developers, and stakeholders on mobile and web projects for SRS Distribution, Online Telecom, and other international organizations.

Skills

Product Design: End-to-End Product Design, Interaction Design, UI Design, Information Architecture, User Flows, Journey Mapping, Wireframing, Prototyping, Responsive Design, Accessibility, Design Systems, Data Visualization

UX Research & Strategy: Product Discovery, User Interviews, Stakeholder Interviews, Usability Testing, Heuristic Evaluation, Qualitative and Quantitative Research, Research Synthesis, Hypothesis Validation, Problem Framing, UX Strategy, Product Roadmapping

Collaboration & Leadership: Cross-Functional Collaboration, Stakeholder Management, Design Facilitation, Workshops, Design Documentation, Design-Development Handoff, Agile, Mentorship, Design Advocacy

Tools: Figma, FigJam, Jira, Confluence, Notion, Miro, Maze, Typeform, Slack

Domains: Enterprise SaaS, B2B Platforms, AI-Powered Products, Retail Technology, Fintech, Mobile Applications, Analytics and Forecasting

Education

M.S. in Strategic Management (Executive Program) | University of the Cumberlands | In Progress, started 2026

Bachelor's Degree in Graphic Design | ESAD.CR – Escola Superior de Artes e Design, Portugal | 2023

Associate's Degree in Management | SENAI.PR, Brazil | 2016

Certifications

- Information Architecture | Uxcel | 2024
- Google UX Design Professional Certificate | Coursera | In Progress
- Fundamentals of Interface Design | University of São Paulo (USP) via Coursera

Languages

Portuguese (Native) · English (Professional Proficiency) · Spanish (Intermediate)