

KAMIL TOMASZEK

Senior Product Designer | B2B & B2C Products

k.tomaszek@basgram.pl | Krakow, Poland | linkedin.com/in/kamil-t-076795100

PROFILE

Senior product designer with 10+ years of experience designing digital products across B2B and B2C environments. I specialise in turning complex business requirements and user needs into intuitive workflows, scalable interfaces and consistent product experiences - from discovery and information architecture through prototyping, UI design, design systems and developer handoff.

EXPERIENCE

Senior UX Designer - Broadway Platform B2B iGaming ecosystem - Casino BackOffice, BroadHub, Design System	Apr 2025 - present
Senior UX/UI Designer - Horus Group Orbit Money - fintech product for subscription and recurring spend management	Aug 2025 - Jan 2026
Product Designer - GoPhoto Photo commerce platform - SaaS, Back Office, Kiosk ecosystem +12.5% online orders and +24.5% average online spend within two months of the new Photo Website launch	Jan 2024 - Feb 2025
Senior UX Designer - British Council End-to-end test journey - Admin, B2B and B2C products	Feb 2023 - Nov 2023
Senior UX/UI Designer - Tokenomia.pro Web3 products - launchpad, Simulate & Analyze Panel	Apr 2022 - Feb 2023
Senior UX Designer - NOVOMATIC Poland Casino management systems, online casino, AdmiralBet sportsbook AdmiralBet sportsbook - Debut of the Year award after entering the Polish market	Jan 2020 - Apr 2022
UX/UI Designer - Dev & Delivery	May 2019 - Dec 2019
UX/UI Designer - Softnauts	May 2018 - Apr 2019
UX/UI Designer - 9 Bits	Oct 2017 - Mar 2018
Creative Designer - KISSdigital	Feb 2015 - Jun 2017

SELECTED PROJECTS

AdmiralBet - multi-market sports betting experience (web & mobile)
TPRO Network - Simulate & Analyze panel for token dynamics (Web3)
LoyalZ - NFT shop & customer loyalty platform for brands (Web3)
Smyk - eCommerce platform

EXPERTISE

Product Discovery | Complex Product UX | Interaction & UI Design | Design Systems
User Research | Information Architecture | Prototyping | Accessibility

TOOLS

Figma, FigJam, Claude, Codex, Adobe Creative Cloud, Miro, Webflow, Midjourney, ChatGPT

SELECTED CLIENTS

NOVOMATIC, British Council, AGH, Tokenomia.pro, Smyk, Payback, AdmiralBet, Bank Spółdzielczy w Zatorze

EDUCATION

SWPS University - Postgraduate studies, User Experience Design (2017-2018)
University of Information Technology and Management, Rzeszow - BA, Social communication (2014-2017)