Kinga Olszewska

Visual & UI designer · Motion · Accessibility

Visual and UI designer with 9+ years in the design industry, including 6+ years designing web and mobile interfaces for SaaS, fintech and healthcare products. I bring brand, motion and 3D craft to work. The result? Products and campaigns that look distinctive and are easy to understand.

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Experience

Senior Designer

500Stories — May 2026 - Present

- Create storyboards, visual concepts and motion graphics for product launches, promo videos and digital campaigns for tech clients.
- Design UI mockups and product demos that make functionality clear and support product storytelling.
- Build reusable design assets and scalable systems that keep visuals consistent across touchpoints.
- Turn briefs and client feedback into polished, production-ready deliverables with creative teams and project managers.
- Use AI-assisted tools to speed up production and explore new visual directions.

Lead Marketing Designer

Shelf — October 2025 – April 2026

- Defined visual direction with marketing and leadership for an enterprise AI company.
- Designed the ShelfOS product website
- Refreshed paid, email and LinkedIn creative and built a library of on-brand AI personas, creating consistent visual cues that strengthened brand recognition across campaigns.
- Expanded the visual language into motion and 3D, including an agentic-AI explainer video, to make complex AI concepts easy to grasp.
- Designed conference booth graphics and printed assets.

Marketing Designer

Capital.com (Shares.com) — April 2025 – September 2025

- Designed landing pages, app store visuals and paid campaigns for an international fintech trading platform.
- Created campaigns for LATAM using native social formats, chat-style layouts and bold, high-contrast typography.
- Produced motion assets and reels for social, video and performance marketing while adapting an established brand across touchpoints.

Visual design

art direction
brand systems
typography
layout
illustration
social & paid creatives
print

UI design

design systems
components libraries
responsive design
mobile
developer handoff

Motion & 3D

motion graphics
storyboarding
video editing
3D modeling & animation

Accessibility

WCAG audits
accessible UI design
team training

Tech stack

Figma
AI tools
Adobe Creative Suite
Spline
Blender
Miro
Google Analytics

Product Designer

The Software House — December 2022 – March 2025

- Designed web and mobile interfaces for SaaS products, balancing user needs, business goals and technical constraints.
- Built and maintained UI components and design systems used by cross-functional product teams.
- Worked closely with developers through implementation to maintain visual quality, consistency and usability.
- Built accessibility into interface design and ran WCAG-focused reviews and audits.
- Established clear visual hierarchy and cohesive patterns across complex applications.

UX Designer

Adchitects — May 2022 – November 2022

- Led UX for a US education product, turning requirements into scalable flows and interface solutions.
- Introduced Ant Design across the team and coached designers on design-system principles.
- Analysed 1,000+ session recordings and heatmaps for ROI Hunter, a product performance platform, and turned the findings into a new homepage information architecture.

UX/UI Designer

Britenet — November 2019 – May 2022

- Designed web and mobile interfaces for healthcare, SaaS and enterprise products.
- Built UI libraries on Material Design, Carbon and Bootstrap.
- Applied WCAG 2.1 to gov projects and reviewed frontend builds for compliance.

UI & Accessibility Trainer

Softie.pl — March 2021 – February 2022

- Led workshops on accessible visual design, UI consistency and colour contrast.
- Mentored junior designers in visual design principles through real-world product scenarios.

Education

Polish-Japanese Academy of Information Technology (2016–2019)

Bachelor's Degree, New Media Arts

Certificates

Auditing websites according to the WCAG standard

Analytics in UX (level one)

Volunteering

UI Mentor — Dare IT (Nov 2021 – Feb 2022)

Languages

Polish (native)

English (C1)

I consent to the processing of my personal data for the purposes necessary to conduct the recruitment process in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (GDPR)