

Daria Klosowski

Senior Product Designer



Senior Product Designer with 8+ years of experience designing complex B2B and B2C products in highly regulated domains. Strong focus on product discovery, scalable design systems and measurable impact. Experienced in cross-platform ownership and close collaboration with product, engineering and leadership.

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📍 Wellritzstrasse 53, 65183 Wiesbaden, Germany

🇩🇪 german citizenship

Core Strengths

End-to-End Product Design, Product Discovery, Complex B2B UX, Design Systems, User Research, Accessibility, AI-assisted UX, Design-to-Code Thinking

Tools

Figma, Framer, Adobe CC, Webflow, Zeroheight, Miro, FigJam

ChatGPT, Claude, Cursor, Figma (AI & plugins), MCP-based handoff workflows

Maze, Lookback, Dovetail, Hotjar

Jira, Confluence, Asana

Languages

German – Native

Englisch – Full Professional Proficiency / Near Native

Polish – Conversational

Education

Brand Management – DAM (2024–2025)

AI-Powered UX Design – IDF (2023)

UX Certification – Nielsen Norman Group (2019)

Branded Interaction Design – Think Moto (2019)

UX Foundations – Spectrum Upskilling (2017–2019)

B.A. Medienkonzeption – HS Furtwangen (2017)

Personal Activities

Playing tennis – since 2023

Playing the ukulele – since 2020

Traveling to asian countries – since 2018

Experience



JAN 23 – DEC 25 • Remote

Senior Product Designer

casavi GmbH

- Led design, UI/UX and validation for core features across two complex B2B SaaS platforms in the property management domain (mycasavi.com and relay.immo)
- Redesigned and optimised service provider platform (relay.immo)
- Built and scaled cross-product design systems
- Designed AI-assisted workflows with engineering teams



JUL 23 – DEC 25 • Remote

Lead Brand Design Manager (Parallel Role)

- Strategic brand ownership alongside hands-on product design in a scale-up environment
- Led an end-to-end corporate rebranding across product, web and marketing
- Defined brand strategy and built scalable brand and product design systems
- Automated brand assets and enabled adoption across teams



JAN 21 – DEC 22 • Wiesbaden

UI/UX Designer

R+V Allgemeine Versicherung

- Product design and validation for large-scale B2C insurance and financial platforms
- Redesigned the meine R+V insurance dashboard with a strong focus on usability
- Designed and validated a family home-care service platform (Dein digitaler Pflegeberater)
- Established onboarding flows for rental deposit insurance and company health insurance products
- Delivered investment fund switch features and KYC identification services



MAR 20 – APR 21 • Remote

UI/UX & Brand Designer

Freelancer

- Branding and web design projects for small businesses in the Finance, Lifestyle and Food sector (Nautix Ventures GmbH, HERAKLES UG, Nutrifoods UG and midaaa UG)



APR 20 – DEC 20 • Remote

UI/UX Designer

EarlyNode GmbH

- Shaped conceptual UX work for multiple early-stage digital products, including CES virtual showrooms and consumer apps like JICKI Sprachduschen, Dentrivory and Schenkdeinsong.de
- Owned in-house rebranding and creation of brand assets and website



DEC 17 – MAR 20 • Eschborn

UI/UX Designer

VR Smart Finanz AG

- Defined service flows for multichannel digital banking systems for SMEs and Volks- & Raiffeisenbanken
- Designed loan application systems and B2B banking software
- Led Design for Bonitaetsmanager.de, a credit-score platform for SMEs
- Set up and maintained a company-wide design system