



Jakub Sroka

Design-led product builder with 12+ years in AI and tech startups. Ex C-level, still hands-on.

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Location: **Warsaw, Poland (Open to global work)**

Languages: **English (fluent, professional), Polish (native)**

Experience

Founding Product Designer

Just Join IT (Rocket App), Jan 2025 – Present

- **Sole designer** in a lean AI pod, combining 0 → 1 product direction ownership with hands-on UX/UI across the job-application journey.
- Shipped an **MVP in <30 days** and led a strategic pivot to Rocket App, a mobile-first AI career agent.
- Validated mobile as a high-action channel: reached **#14 on the iOS App Store (Business)** in week one despite a silent launch, and drove ~3 applications/user (2.5 times mature job boards).

Solo Builder

Unfed Space (side project), Mar 2026 – Present

- **Solo-building the platform** that gets Instagram-dependent creatives out of algorithm hell. Automatically turning their feed into an owned, SEO-optimized site that's discoverable on Google and AI answer engines.

- Own it end-to-end: positioning, brand, design, and **production-grade code** - Instagram Graph API, LLM content pipeline, SEO/AEO/GEO engine.

Senior Product Designer & Design Lead

HCM Deck, Oct 2023 – Jan 2025

- Led a **3-person design team** for an enterprise HR tech platform used by large orgs (Jeronimo Martins, Leroy Merlin, Nationale-Nederlanden).
- Reduced product/UX debt by shipping the first public roadmap, operationalizing research in **Dovetail**, and running **client co-creation** loops.
- Built and maintained a pragmatic **design system** to scale UI consistency and shipping speed.

Career Sabbatical to prevent burnout

Jan 2023 – Oct 2023

Chief Design Officer & Product Designer

NaviParking, Oct 2020 – Jan 2023

- C-level owner for product design across **Poland, UAE, and Bahrain**: set UX strategy, made cross-market tradeoffs (internationalisation, payments, ops constraints), and aligned enterprise partners and leadership around roadmap, execution, and growth.
- Drove **+885% transactions** and **+349% revenue** (Q1 2021 vs Q1 2022) by owning 0 → 1 design of the consumer parking portal (cyfrowyparking.pl) and iterating booking-flow + conversion improvements.
- Modernized the legacy B2B management suite by building a **modular design system**, then scaling delivery to **20+ major features** across 6 dashboards, supporting **onboarding of 15+ clients** post-redesign.

UX & Art Director

Nethone, Sep 2017 – Sep 2020

- Led hands-on product design for an **AI-driven fraud-prevention SaaS**, translating ML risk signals into clear, actionable recommendations for fraud analysts and operators.
- Designed proprietary **data-visualization** patterns to make complex prediction outputs legible and decision-ready in a high-stakes **CyberSec + FinTech** domain.

- Set product design strategy and direction and led a team of 2 designers; contributed during a high-growth phase recognized in **Deloitte Technology Fast 50 CE**, later acquired by **Mangopay**.

Early Roles

UI/UX/Graphic Designer – Warappa, Sep 2016 – Sep 2017

UX/UI Designer – Mobiem Polska, Oct 2014 – Sep 2016

Junior Graphic Designer – Madbear, May 2014 – Oct 2014

Certifications

Facilitating UX Workshops – Nielsen Norman Group

DesignOps: Scaling UX Design and User Research – Nielsen Norman Group

Effective Research Reporting – [ation] center

Developing Product Metrics – [ation] center

Product Analytics – WitFlow

Education

Doctoral studies, Communication & Media Studies

University of Warsaw, 2015 – 2017

(withdrew to pursue professional career)

Master's Degree, Journalism

University of Warsaw, 2012 – 2014

Bachelor's Degree, Political Science & Government

University of Wroclaw, 2009 – 2012