



Anna Lipczyńska

SENIOR PRODUCT DESIGNER
DESIGN LEADER

Contact

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Poland
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NATIONALITY
Polish, Australian

WWW

Portfolio
LinkedIn

Skills

Design Leadership & Strategy
Systemic Thinking
Facilitation & Storytelling
UX / UI Design & User Research
Design Ops & AI
Product Roadmap
Agile & Design methodologies

Tools

Figma, Figma Make, FigJam, Miro,
Confluence, Jira, Zoom, Slack,
GPTs

Languages

Polish

English

Summary

I am a Senior Product Designer with over 10 years of experience creating user-centered solutions in FinTech, SaaS, and enterprise systems. I specialize in transforming complex workflows into intuitive and scalable experiences by employing first-principles thinking, storytelling, and facilitation techniques.

My work consistently leads to higher user adoption, quicker task completion, and improved retention across digital products.

Work Experience

Design Manager / Senior Product Designer, Housecall Pro, Remote, PL / US

AUGUST 2022 – SEPTEMBER 2025

- Led the UX/UI design and launch of an Accounting platform, which was adopted by nearly 800 customers in the first year. This initiative improved customer retention and reduced churn risk from 9.1% to almost 6%.
- Redesigned the Accounting product, increasing the task completion rate from approximately 50% to 75%, while also reducing the median task resolution time by 30%.
- Launched the Bill Pay feature, allowing customers to pay vendors digitally. This functionality streamlined manual processing and improved visibility into money movement by connecting bills with jobs.
- Facilitated customer journey mapping workshops for both B2B and B2C sectors to identify gaps and opportunities for small to mid-sized businesses.
- Managed and mentored a team of three designers accelerating design velocity and building a culture of creative collaboration through regular design critiques.

Expert Product Designer / Service Designer, Nordea Bank, Gdynia, PL

JULY 2019 – MAY 2022

- Designed personal & private banking experiences (web & mobile) serving millions of customers.
- Introduced design sprints and generative research, accelerating concept-to-validation and embedding user insights earlier in the product lifecycle.
- Mentored internal teams in Human-Centered Design, raising adoption of design methods across the product org.

UX Designer & Researcher, Commonwealth Bank, Sydney, AU

NOVEMBER 2017 – MAY 2019

- Led UX for Australia's leading mobile trading app (230K+ active users).
- Designed & launched chart analysis feature (iOS/Android), boosting engagement for retail investors.
- Digitized investment application flows, cutting manual processes and reducing paper based errors.
- Contributed to early Design System, ensuring UI consistency across digital products.

UX/UI Designer, Rockend (PropertyTree), Sydney, AU

DECEMBER 2016 – NOVEMBER 2017

- Co-developed SaaS platform used by 29,000+ property managers across 3,500+ real estate agencies.
- Designed & shipped Invoice Genius, automating invoice processing and improving property manager efficiency.

Earlier Roles, Freelance / Contract, Sydney, Australia

JUNE 2014 – NOVEMBER 2016

- Massive Interactive: UX for in-flight entertainment (United Airlines) & digital TV (Freeview NZ).
- Qantas / Capgemini: B2B portal redesign for Qantas Agency Connect.
- Accenture Song (Fjord): UX projects for Telstra, Samsung, and Sydney Airport.

Education

M.Sc. Architecture & Urban Planning, Gdańsk University of Technology, Gdansk, Poland

OCTOBER 2005 – OCTOBER 2011

Specialization in Urban Planning for Cities and Public Spaces

UX Design, General Assembly Sydney, Sydney, Australia

NOVEMBER 2013 – FEBRUARY 2014

4-month intensive, on-site program with hands-on projects in UX/UI and Service Design, applying user-centered methods to real client challenges.

Courses

How to Win Stakeholders and Influence Decisions, Jared M Spool

NOVEMBER 2024 – MARCH 2025

Thinking in Systems, Design Dissolve

JANUARY 2022 – MARCH 2022

Design Sprint Masterclass, AJ&Smart

SEPTEMBER 2020 – SEPTEMBER 2020

Leading for Creativity, IDEO U

AUGUST 2020 – SEPTEMBER 2020