

MARCIN BANASZEK

Staff Product Designer & Design Systems Lead

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Staff-level product designer with 10+ years shaping digital products across fintech, travel, banking, and e-commerce — from 0-to-1 builds to enterprise-scale platforms. At almatar, I own UX for core booking flows serving the MENA market while also architecting the company's multi-brand Design System, using systems thinking as a force multiplier for product velocity rather than an end in itself. Comfortable operating in ambiguity, partnering with engineering and business stakeholders, and driving outcomes across multiple product lines and markets at once.

Note: several recent client engagements (almatar; K-Rauta/Kesko Group) are NDA-restricted and not represented in my public portfolio — happy to walk through this work directly.

CORE EXPERTISE

Product Design Leadership · 0-to-1 & Ambiguous Problem-Solving · Cross-Functional & Executive Stakeholder Collaboration · Conversion & Booking-Flow UX · Design Systems Architecture · Design Tokens & Governance · RTL & Multi-Language Localization · Information Architecture · Mentorship

EXPERIENCE

Lead Design System Designer / Architect — almatar | المطار Aug 2026 – Present

Previously Principal Product Designer at almatar, Feb 2026 – Jul 2026 (promoted)

- Led UX/UI redesign of critical checkout and listing flows for Flights and Hotels, focused on clearer fare-selection, refund, and cancellation-policy UX for a MENA-region audience.
- Partner with Product Owners, business stakeholders, and engineering leads to align design feasibility with strategic growth goals across a multi-brand platform.
- Architected a modular, multi-brand Design System (Atomic Design, tokenization, Figma Variables) to give product teams the infrastructure to ship consistent experiences faster.
- Engineered multi-language, RTL-compliant component libraries, including complex Arabic/Latin typography, to support full localization for the MENA market.
- Established design governance and pre-production QA processes with frontend engineering to protect design fidelity from concept through shipped code.

Senior Product Designer — SPEEDNET (Software House) Dec 2017 – Present

Staffed across fintech, banking, and e-commerce client engagements, including Velo Bank, Saar LB, K-Rauta, Skarbiec, Alior Leasing, and PZU

- Designed new e-commerce features for K-Rauta (Kesko Group) — one of the Nordic region's largest home-improvement retailers — contributing to a €1.5M sales increase in Sweden (2024).
- Delivered end-to-end UX/UI for banking and leasing clients across Poland and Germany, including multi-currency account management and automated loan-application flows.
- Built reusable design systems and component libraries from atomic elements, standardizing delivery quality across concurrent client accounts.

Independent Product Design Contracts — FUTURESIGHT · SFR3 Fund · Precursive · Stay365 · XtraMile 2020 – 2025

- Delivered UX strategy, wireframing, and design systems across SaaS, PropTech, and travel clients — including a full resource-management platform redesign (Precursive) and a travel booking site rebuild (Stay365).
- Facilitated stakeholder workshops and translated complex operational workflows (Gantt charts, Kanban, property management) into intuitive product experiences.

Product & Web Designer — Net Affinity · Webtrade · home.pl · Self-Employed 2003 – 2017

- Designed and shipped 150+ websites and web applications across hospitality, e-commerce, and government sectors, including 50+ hotel booking sites for the Irish and UK travel industry.

EDUCATION

Bachelor's Degree, International Business

European Integration College, Szczecin, Poland · 2003 – 2005