ANNA CHUSTECKA

UX/UI Designer | Product Design & AI-Assisted Development

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EXPERIENCE

Strategy & Transformation Manager

Mastercard Europe SA — 05/2026 - Present — Warsaw, Poland

- Designed user journeys, interaction flows and high-fidelity interfaces in Figma for the redesign of Bezcenne Chwile, Mastercard's loyalty app in Poland;
- Created UI variants for three issuing banks, adapting a shared core experience to each bank's design system, components and visual identity;
- Defined UX concepts and interaction logic for new features across an ecosystem connecting end users, merchants, issuing banks and Mastercard, balancing user needs, business objectives and technical constraints;
- Designed and delivered AI training for an 80-person advisory team, covering prompt engineering, practical AI workflows and critical evaluation of model outputs, including recognizing and mitigating sycophancy;
- Translated complex cross-functional challenges into clear problem statements and decision materials, helping stakeholders align on product direction;
- Mapped the program's key pain points, interdependencies, and improvement opportunities, and turned them into a transformation masterplan, consolidating 130+ initiatives from 40+ contributors across 7 cross-functional workstreams into 4 delivery stages with clear ownership;
- Established and ran the Transformation PMO, using weekly reviews to track progress, dependencies and delivery risks across the program;
- Aligned Poland's transformation roadmap with Mastercard's global solution strategy, balancing local market requirements with future scalability.

Founder & Product Designer

LAVAHUB — 07/2024 - 04/2026 — Warsaw, Poland

Boutique digital studio designing and building web, e-commerce and AI products for clients in retail, healthcare & wellness, fashion and education

- Designed and developed 13 digital products end to end, from information architecture, user flows, UX/UI and UX writing to front-end development, testing, launch and post-launch iteration;
- Designed and built a subscription platform, defining the subscription model, pricing, content architecture and UX/UI, and integrating Webflow with Memberstack and Stripe. The platform had 800+ active paying members and 56% six-month subscriber retention as of November 2026;
- Redesigned the UX/UI of a premium Shopify store for a fashion designer, with sales increasing 36.4% year over year in the first month after launch;
- Used Claude to define subscription rules, member journeys and edge cases before interface design; built integrations and custom scripts with AI, verifying outputs against documentation and testing payment scenarios;
- Developed visual identities across digital product projects and two standalone branding engagements, translating logos, color palettes and typography into cohesive user interfaces;
- Led project scoping, translating client requirements into designs and implementation specifications.

M&A Senior Associate

PwC Advisory sp. z o.o. sp. k. — 07/2018 - 06/2024 — Warsaw, Poland

- Turned complex financial, technical and market data into clear investor narratives, including equity stories, information memoranda and management presentations, supporting stakeholder alignment and decision-making across 10+ transactions in technology, fintech, retail and industrials;
- Served as the primary point of contact for C-level executives and investors, aligning deal teams, partners and advisors throughout the transaction lifecycle;
- Coordinated multi-month due diligence across financial, tax, legal and ESG workstreams, managing Q&A processes and information exchange between cross-functional teams;
- Mentored analysts and reviewed deliverables across multiple concurrent projects, ensuring quality and consistency;
- Selected sell-side advisory transactions: sale of CodiLime to Waterland Private Equity; sale of a majority stake in eZebra to Dino Polska; sale of the Costa Coffee master franchise (145 coffee shops in Poland and Latvia) to Lagardère Travel Retail.

SUMMARY

UX/UI designer combining hands-on product design and front-end development with structured problem-solving and commercial judgment developed over six years in M&A advisory at PwC. I have designed and built 13 digital products end to end, including a subscription platform with 800+ active paying members.

At Mastercard, I design user journeys and high-fidelity interfaces for a multi-bank loyalty program, adapting a shared experience to individual banks' design systems. I work across Figma, front-end development and Claude Code, using AI to clarify product logic before design and to build working prototypes. I designed and built my portfolio in Astro with Claude Code.

LANGUAGES

Polish — Native ●●●●●

English — Proficient ●●●●○

CERTIFICATION

CIMA Certificate in Business Accounting

Chartered Institute of Management Accountants

TRAINING

Front-End Development Bootcamp

Client Relationship & Communication Skills

Conflict Management

SKILLS

Product & UX

Problem Framing · Interaction Design · Information Architecture · Prototyping · User Journeys and Flows · UX Writing

UI and Visual Design

High-Fidelity UI Design · Accessibility · Design Systems · Visual Identity · Design Effectiveness

EDUCATION

Master's Degree, Finance and Accounting

Warsaw School of Economics — 2017 - 2019

- Major: Investment Banking

Bachelor's Degree, Finance and Accounting

Warsaw School of Economics — 2014 - 2017

- Double Major: Banking, International Financial Markets

TECHNOLOGY & PRODUCT TOOLKIT

Design & Prototyping
Figma, Canva, Adobe Illustrator

AI-Assisted Design & Development
Claude Code, Claude, ChatGPT

Front-End Development
HTML, CSS, JavaScript (working knowledge), GitHub, Vercel

Platforms & CMS
Webflow, Framer, Shopify, WordPress

Analytics & Data
Google Analytics, Power BI, Excel

Automation & Cloud
Zapier, Make, Microsoft Azure

Collaboration & Delivery
Jira, ClickUp, Trello, Google Workspace, Microsoft 365

Visual AI Tools
Nano Banana (Gemini), Midjourney, Luma

SKILLS

AI and Implementation

- AI-Assisted Design & Development
- Front-End Implementation
- Prompt Engineering

Research and Measurement

- Audience Research
- User Feedback
- Post-Launch Iteration
- Subscription & Retention Analysis

INTERESTS

Behavioral Psychology

Technology & AI

Dogs

Cooking

Travel

Yoga

I hereby consent to the processing of my personal data for the purposes of the current and future recruitment processes, in accordance with Regulation (EU) 2016/679 (GDPR).