

Filip Rut

AI Native Designer

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Summary

AI Native Designer with 8+ years in design, currently Lead UX/UI Designer at GPD Agency and Founder of MyFlow, a design and Webflow studio. I build AI into every step of my process, from research synthesis to coded prototypes, while grounding every decision in research and experience. I am looking for AI Product Designer, Design Lead, Senior Product Designer or Design Engineer roles on a B2B / contract basis, remote or hybrid in Poznań, and I am available immediately.

Experience

Lead UX/UI Designer · GPD Agency · Poznań · 2025 – Present

- Lead design in the agency's web team (3 developers, 2 publishers, 1 UX/UI designer reporting to me) and mentor the UX/UI designer through reviews and design decisions.
- Lead and coordinate the HP Brand Store (Shop-in-Shop): one design system adapted to partners' different tech stacks and rolled out to 12 HP partners in 6 countries across Europe and the Americas.
- Led the digital part of the Volkswagen Commercial Vehicles tender: concept, estimation, UX/UI and two fully coded interactive prototypes; the tender was won.
- Audited the Kuchnia Lidla service, including its admin panel and dashboards, against WCAG 2.2 in 2–3 weeks; found about 350 issues and wrote the guidelines the client's development partner used to fix all of them.
- Advise Orange on AI as an expert and consultant.
- Trained 25+ designers at GPD in Figma in 2025 (variables, plugins including my own, components); administer Figma Enterprise and optimise the design production process.
- Automate team tasks with AI and build custom Figma plugins.
- Support tenders and the acquisition of enterprise clients.

Founder · MyFlow · Poznań · 2025 – Present

- Run a design and Webflow studio with 2 employees: UX/UI design, Webflow development, design systems and integrations.
- Advise Urgo Polska on UX, technology and marketing on a monthly retainer; set up analytics and prepared the site for a search campaign.
- Developed the Syntavio website, fixed a previous designer's work without a full redesign and advised on technology and infrastructure.
- Built Webflow websites for Hey Alfie, an AI property-management start-up, and for Busola Trends.

Co-founder & Product Designer · Kiddosy · Present (pre-launch)

- Lead product, design, operations and the overall direction of the product.
- Built a new team of 4, accepted into the Hub of Talents start-up acceleration programme (10/2024).
- Ran several large-scale quantitative surveys and at least 50 qualitative studies with the target group to prioritise what delivers the most value.

Webflow Expert (B2B contract) · Acclaim · 2025 – 2026

- Delivered production Webflow implementations and consulting for international clients, including Coactive AI, plan.com and Stonor Search.
- Supervised developers' work for Coactive AI, which increased the time users spent on the site.
- Improved the plan.com user journey and Webflow build, which led to more completed contact and purchase form submissions.
- Built the new Stonor Search website end to end in Webflow.
- Trained and onboarded the agency team in Webflow.

UI/UX & Graphic Designer · IT.integro · Poznań · 2021 – 2024

- Researched the target group and designed website wireframes and UI.
- Created the company's visual identity, campaign key visuals and Google Ads creatives.
- Ran e-mail marketing campaigns with A/B tests and optimised campaigns with GA4 data.
- Managed department projects for deadlines and quality.

UI & Graphic Designer · SpaceCampX · 2019 – 2021

- Designed websites and UI wireframes for Bayer and a web app for Coty-Wella that previews hair colour after dyeing.
- Created social media and marketing materials for Żabka and Selgros.

Junior Graphic Designer · GPD Agency · Poznań · 2018 – 2019

- Designed packaging and graphic materials.

Selected projects

- **HP Brand Store (GPD):** Shop-in-Shop design system embedded in HP partners' e-commerce sites; 12 partners in 6 countries.
- **Volkswagen Commercial Vehicles tender (GPD):** need-first mini-configurator and industry landing page, coded with Claude Code, Next.js and Astro; tender won.
- **Kuchnia Lidla (GPD):** WCAG 2.2 accessibility audit of the whole service; about 350 issues, fixed by the client's development partner from my guidelines.
- **Kiddosy:** co-founded product; research-driven product design from large-scale surveys and 50+ qualitative studies to pre-launch.

Skills & tools

Design: UX research, user interviews, usability testing, wireframing, prototyping, UI design, design systems (tokens, Atomic Design), accessibility (WCAG 2.2), product design, visual identity.

AI: Claude, Claude Code (agents, multi-agent workflows), ChatGPT, Gemini, Figma AI, Cursor, v0, Relume.

Build: Webflow (advanced), HTML and CSS, Astro, Next.js (prototypes), GSAP, custom Figma plugins.

Tools: Figma (Enterprise administration), Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Google Analytics 4, Linear, Slack, GitHub, Docker, Railway, Supabase, Cloudflare.

Methods: Design Thinking, A/B testing, Nielsen heuristics, data-driven optimisation, estimation for tenders.

Education

Master's degree, Creative Project Management · Collegium Da Vinci (CDV) · Poznań

Engineer's degree, Computer Science · WSB Merito University · Poznań · 2018 – 2022

Languages

Polish: native · English: C1