



Katarzyna Stępień

Product Designer (UX/UI) & Researcher | AI & Data | HealthTech

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PROFILE

Product designer with 3 years in digital health, on an ecosystem used by **70,000+ people in 16 European countries**. Sole designer at SiDLY Healthcare (MDR Class IIa medical devices), owning research, UX/UI, brand and production front-end code. Background in psychology, computer science and data science, applied to AI-powered products grounded in real user behaviour. **1st place in a national AI challenge**.

EXPERIENCE

UX/UI Designer & Researcher | SiDLY Healthcare, Warsaw Dec 2023 - Present

- Lead end-to-end UX/UI of SiDLY Health, the telecare platform and mobile apps for care managers, carers and residents (visit scheduling, care records, alarms), in an ecosystem serving **70,000+ users in 16 countries**.
- Lead the redesign of the ERP through which **1,000+ municipalities, public institutions and care providers** run publicly funded telecare: bulk device activation, health-data consent handling and contract renewals.
- Prototype in code: built both products as clickable React/TypeScript prototypes with realistic data, so complete flows can be tested instead of static mockups.
- Drive discovery across the whole value chain (municipalities, foreign partners, carers, seniors) through **50+ user interviews and usability tests** plus weekly project meetings with stakeholders.
- Designed an AI assistant built into the ERP and mobile app that guides users through features.
- Led the company rebrand (app, web, SiDLY Vital Care smartwatch packaging, events) and designed and built *sidly.eu* end to end in React/TypeScript and Figma Sites, live in **7 languages**.

Chatbot Developer Intern | PerfectBot, Warsaw Mar 2025 - Jun 2025

- Improved conversational AI chatbots for **IKEA, LPP, x-kom** and US creator stores including MrBeast's, analysing real customer conversations to close knowledge gaps and keep answers accurate.

UX/UI Design Intern | SiDLY Healthcare, Warsaw Oct 2023 - Dec 2023

- Sole designer on the team: took projects from concepts to rapid prototypes and created visual design for the SiDLY Vital Care smartwatch, from packaging to event assets.

SKILLS

Design	Product Design, UX/UI Design, Interaction Design, Prototyping in Code, Information Architecture, Accessible Design for Older Adults, Conversational UX, Brand Identity, Packaging
Research	User Research, Usability Testing, Discovery, Stakeholder Management, Behavioural Psychology
AI & Data	LLM APIs, AI Agents & Automation (n8n), Machine Learning, NLP, Data Science, Python (pandas, scikit-learn), Data Analysis, AI UX
Development	React, TypeScript (TSX), JavaScript, HTML/CSS
Tools	Figma, Figma Sites, FigJam
Languages	Polish (native), English (C1)

SELECTED PROJECTS

- NLP-Based Detection of Dark Patterns (B.A. thesis, SWPS)**: spotting manipulative UX patterns with NLP.
- Health Insights System (B.Eng. thesis, WWSI)**: turns wearable device data into personal health insights.

AWARDS & CERTIFICATIONS

- 1st Place, AI Place Challenge, Ministry of Digital Affairs** (Mar 2025): led the team and built the core of an AI assistant in n8n that simplifies citizens' access to local public services.
- Stanford Code in Place 2026**: selected for the global programme, 6-week Python course based on CS106A
- Google UX Design Professional Certificate**: 7 courses: UX research, prototyping, Figma, usability testing

EDUCATION

SGH Warsaw School of Economics M.Sc. Business / Managerial Economics	Oct 2026 - Jul 2028 (exp.)
Polish-Japanese Academy of IT M.Sc. Computer Science, spec. Data Science	Oct 2025 - Jun 2027 (exp.)
SWPS University B.A. Psychology & CS, spec. UX/UI Research & Design	Oct 2021 - Apr 2026
Warsaw School of Computer Science B.Eng. Computer Science, spec. Data Science	Oct 2021 - Sep 2025