

# Krystian Zun

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- Lead Product Designer with 8+ years in 0-1 product development, rapid prototyping, and idea validation
- Specialized in early-stage startups with experience across B2B & B2C
- Expertise in UI/UX, prototyping (leveraging AI, code, and no-code tools), and user research
- I focus on shipping real products—from concept to launch, including growth, distribution, and community

## Experience

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### Senior Product Designer, [FitXR \(VR Fitness App\)](#) Aug 2025 – Present

- Led a revamp of the onboarding, introducing hyper-personalised flows that increased Paid Membership Conversion by +31% and Free Trial Conversion by +25%
- Built an AI-assisted internal tool (Notebook LM) that made product and user data easier to access
- Own the design system area and Figma restructure—improving scalability, consistency, and design-to-engineering delivery speed
- Champion AI-assisted design workflows, adopting new tools and ways of working to accelerate prototyping, iteration, and exploration

### Lead Product Designer, [Superbright \(Venture Design & Development Studio\)](#) Nov 2022 – Jul 2025

- Designed a multi-platform art ecosystem (desktop, mobile, Meta Quest, Apple Vision Pro), driving \$1M+ in art sales
- Led design for a real estate platform, helping secure \$500K+ in funding and its first 4 major B2B clients
- Led UX for "The GateVorts" AR experience in Central Park, NYC, commissioned by Bloomberg Philanthropies, attracting ~50,000+ visitors over its month-long run
- Built an AI-assisted research workflow (OpenAI API, Node), cutting research time by 20+ hours per cycle
- Led 10+ R&D initiatives, focusing on rapid prototyping and fast iteration to validate ideas quicker

### Senior Product Designer, [Duffel \(Series B Travel Tech Startup\)](#) Apr 2022 – Sep 2022

- Led design of Usage & Billing Dashboard, unlocking a new growth lever for the business. Reduced finance team inquiries and received 81% positive user feedback
- Led API & Docs Revamp, aligning UI with the new brand, improving search UX, and establishing a design system for all Developer Experience projects
- Developed a streamlined user research framework, reducing research cycles by ~15% and accelerating data-driven decision-making
- Bridged design and development by contributing to the codebase (React, TypeScript, Storybook), improving implementation quality and reducing feedback loops

### Product Designer, [Memrise \(B2C EdTech App\)](#) Nov 2020 – Apr 2022

- Led the revamp of the core learning experience, increasing D0-D14 retention by +12.4% and signup-to-subscription conversion by +6.2%
- Revamped the design system, reducing UI inconsistencies and cutting implementation time by ~30%
- Led multiple R&D initiatives, prototyping new features and product concepts

### Founding Product Designer, [Web3 Labs \(Blockchain SaaS Platform\)](#) Oct 2018 – Dec 2019

- Led end-to-end product development of Epirus—an enterprise blockchain explorer
- Achieved profitability within 6 months of MVP release
- Recognized as the "Preferred Solution" in Azure Marketplace and a finalist for the Microsoft For Start-Ups Award, contributing to the 2020 Microsoft Partner of the Year recognition

## Side Projects & Engagements

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### [XR Jobs Board](#) – Job platform for the XR industry (Next.js, Tailwind)

- Launched MVP in 4 days, generating 400 sign-ups, 120 survey responses and 1.5k visitors, validating demand before scaling
- Scaled to 28k+ monthly pageviews, 1.7k users, and ~\$200 MRR, with a 72% newsletter open rate
- Automated nearly all operations using Puppeteer, Claude API, and Cheerio

### [Design Futures](#) (Discord Community) & [Touch Some Grass](#) (XR Design Meetups)

- Founded and grew a thriving community of 400+ members and 350+ email subscribers
- Organised virtual and in-person design meetups in New York City and London

### Guest Lecturer, Pratt Institute & NYU Steinhardt

2024

- Led multiple guest lectures and workshops covering design principles of designing for XR

## Education

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Buckinghamshire New University – BA (Hons) Graphic Design, First-Class Honours, 2018