



Justyna Awtuch

Product & Experience Designer

ARCHITECTURE BACKGROUND · AI & SYSTEMS THINKING

● HAMBURG, GERMANY

OPEN TO PRODUCT · EXPERIENCE · AI DESIGN OPPORTUNITIES

01 ABOUT

Product & Experience Designer with an architecture background and **6+ years** coordinating complex, multi-stakeholder projects from concept to delivery. I turn ambiguity into structured, buildable solutions.

My strength is **systems thinking** — mapping how parts connect and creating clarity for the people who use what I design. I now focus on product, service and **AI-assisted experiences**, carrying architectural rigour into digital products.

02 SELECTED PROJECTS

AI Family Support *Peace of mind without surveillance.*

AI-supported care that reassures families and respects older adults' independence.

ROLE Concept, experience blueprint, AI interaction design & interactive prototype.

FOCUS AI Experience Design · Service Design · Systems Thinking

Smart Zoo Companion *Orientation and discovery in physical space.*

A mobile zoo companion for orientation, wayfinding and discovery.

ROLE Product concept, information architecture, spatial UX & prototype.

FOCUS Product Design · Spatial UX · Information Architecture

TAKT *Clarity in renovation planning.*

A planning platform that makes renovation dependencies clear and decision-ready.

ROLE Product strategy, UX architecture & workflow design.

FOCUS Systems Thinking · Workflow Design · Information Architecture

03 EXPERIENCE

2018 – 2023 Architectural Designer & Project Coordinator

EcoLogiq / EkoInbud

- Led architecture and construction projects end to end.
- Coordinated teams, consultants, contractors and stakeholders.
- Managed dependencies, timelines and documentation.
- Turned ambiguous briefs into clear, buildable plans.

2023 – Present Independent Designer

Freelance

- Designed architecture, branding and digital product concepts.
- Built product and UX case studies from research to prototype.
- Developed AI-assisted workflows for product design.

04 CORE STRENGTHS

01

Product & Experience Design

- UX Design
- Product Design
- Service Design
- Information Architecture
- Prototyping
- Journey Mapping

02

Systems & Coordination

- Systems Thinking
- Stakeholder Management
- Project Coordination
- Dependency Mapping
- Complex Decision-Making
- Design Documentation

03

AI & Spatial Thinking

- AI Experience Design
- Human-AI Interaction
- Prompt Design
- AI-assisted Design Workflows
- Spatial Thinking
- Service Blueprinting

“I design experiences and systems that bring **clarity, confidence and value** to people's everyday lives.”

CONTACT

EMAIL

justyna.awtuch@gmail.com

PORTFOLIO

justyna-awtuch.com

LINKEDIN

linkedin.com/in/justyna-awtuch

LOCATION

Hamburg, Germany

LANGUAGES

Polish NATIVE

English B2

Upper-intermediate · professional working proficiency

German A1.2

Intensive program in progress · target B1 by December 2026

TOOLS

PRODUCT / UX

Figma · Adobe Creative Suite · Notion

AI / PROTOTYPING

Claude · HTML/CSS Prototypes · AI Workflows

ARCHITECTURE

AutoCAD · Archicad · Revit · SketchUp · Lumion

EDUCATION

Architecture & Urban Planning

Gdańsk University of Technology

Google UX Design Certificate

Professional Certificate

Service Design Masterclass

Key Fundamentals & Techniques · Udemy