Filip Wróbel

Product Designer

Poznań, Poland · hybrid, remote or relocation

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Product designer with 6 years in consumer apps and e-commerce. For nearly three years I was GLS Poland's only in-house designer: the myGLS app (300k+ monthly users), live tracking, pickup at checkout and the design system. I also build the AI tools I design.

Case studies: **fwrobel.site/work/mygls** · **fwrobel.site/work/pickup** · **fwrobel.site/work/ai-sales-hub**

01 Experience

inn.way · Co-founder, Designer — Jun 2026 – Present

Co-founded a two-person studio that designs and builds AI products for clients and for itself. I lead discovery, design and prototyping.

- Rebuilt GLS AI Sales Hub for GLS Poland (Sep–Nov 2026), from research and UX/UI to front end and back end. Every finding in a lead brief shows its source and an evidence label, and missing facts become questions for the call. About 100 GLS sales reps use it (Nov 2026); by their estimate, research per lead fell from 15–30 to about 5 minutes.
- Built AI-assisted MVPs, such as Twoja Kolej: from a delayed train ticket to a compensation claim draft.

GLS Poland — Jan 2023 – May 2026

AI Product Builder — Nov 2025 – May 2026

Moved into a dedicated AI role, owning AI products for the sales team end to end, from research and design to build.

- Designed and built the first version of GLS AI Sales Hub, presented at the GLS Poland sales conference in April 2026.
- Worked out the myGLS redirect up to 15 minutes before delivery with the operations team and drew the first mockups (in development, Q4 2026).

UX Designer — Jan 2023 – Oct 2025

The only in-house UX/UI designer for mobile, web, e-commerce and operational products. I worked across IT, sales and operations and, from 2024, reported directly to the CEO.

- Redesigned the myGLS app around recipients and designed GLS Live Tracking with Bettermile, with the courier's position and arrival time. The app reached 300k+ monthly active users (Sep 2025), and its Google Play rating rose from 3.2 to 4.7 (Apr–Sep 2025).
- Recipients now redirect about 1 in 3 home deliveries tracked in the app to a locker or pickup point.
- Led UX for GLS pickup with ORLEN Paczka: a checkout standard for merchants, the pickup map and locker collection. Shops showing pickup correctly rose from 52% to 80%+ (32-shop sample, Dec 2025); pickup grew from about 5% to 12% of GLS parcels (a company result).
- Built the GLS design system in Figma, with light and dark modes, partly also in code in myGLS. Adapted GLS's customer apps to the European Accessibility Act in 2025.
- Ran workshops, user research and usability tests with development teams of 4–12; guided interns.

Sages Software House · Junior UX/UI Designer — Sep 2020 – Nov 2022

Designed digital products side by side with development teams.

- Redesigned the IT-workshop sales flow, which contributed to 15–20% higher ticket conversion.
- Designed accessible WCAG 2.1 interfaces and built reusable design-system components with developers.

02 Skills

Design · discovery, user research, usability testing, workshops, journey mapping, prototyping, design systems, accessibility (WCAG 2.1, EAA), UX writing

Tools & AI · Figma, Claude Code, Codex, Supabase, PostgreSQL, OpenAI API, Google Analytics, Jira, Confluence, Microsoft 365

Languages · Polish (native), English (C1)

03 Education

BA, Business Management
University of Economics, Kraków · 2017–2020

Product Management Academy
Certificate of completion · May 2025

I consent to the processing of my personal data for recruitment purposes (GDPR, EU 2016/679).