

John Lutoslawski | Senior Product Designer

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PROFESSIONAL SUMMARY

Digital product designer with over 5 years of experience specializing in B2B SaaS startups. Combining a user-centric approach, an eye for aesthetics, and technical expertise to drive measurable business outcomes.

EXPERIENCE

Product Designer & Founder | Holopage Toronto, Canada | November 2023 – Present

- Designed & developed a no-code platform for building and deploying VR websites using React and ThreeJS.
- Scaled to over 100 users in 6 months through organic social media marketing and live demos.
- Conducted user interviews to refine experience and identify bugs.

Sr. Product Designer | DealMaker Toronto, Canada | November 2021 – May 2023

- Led the redesign of investment checkout experience responsible for processing over \$2B. Resulted in 60% increased conversion rate and 15% increased average order value.
- Led the redesign of administrator dashboard and investor relation portal. Resulted in reduced onboarding time, reduced support tickets, and helped secure the company's first enterprise level clients.
- Established design processes, design system, and mentored junior design team members.

Product Designer | FulfillmentIQ Toronto, Canada | January 2021 – November 2021

- Led the design of Warehouse Anywhere's warehouse management system, used at over 1500 warehouses. This included a web application for admins and mobile app for staff. Resulted in reducing average order processing time by over 50%, and securing new clients requiring specific features.
- Lead the design of ShipBob's B2B enablement experiences. Resulted in an almost 90% reduction in B2B processing error rate, and reduced churn of highest value clients requiring B2B services as they scaled.
- Hired and mentored second product designer and first graphic designer.

Web Designer | Freelance Toronto, Canada | May 2020 – December 2020

- Created websites and other digital assets for small businesses using platforms like Shopify, WordPress, Webflow, Wix, and Adobe Creative Suite.
- Created viral short form content for TikTok, Instagram, and Youtube generating over eight million views and twenty thousand followers.

Software Developer | The Fitting Room Toronto, Canada | January 2020 – May 2020

- Developed Python scripts for extracting measurements from 3D human body scans.
 - Created development roadmap for MVP and managed team of 2 junior developers.
 - Designed technical demo experience for sales and investor presentations.
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EDUCATION & CERTIFICATES

AI & Data Ethics Certificate | University of Edinburgh Remote | February 2025 – April 2025

User Experience Design Diploma | BrainStation Toronto, Canada | September 2019 – December 2019

Bachelor of Science Candidate | University of Toronto Toronto, Canada | September 2014 – May 2016

SKILLS

Design Methods

UX Research, Wireframing, Prototyping, Motion Design, Design Systems, Usability Testing, Accessibility Compliance, Design Presentation, Workshop Facilitation, Design Sprint Facilitation

Tools & Software

Figma, Sketch, Axure RP, Lucidchart, User Interviews, Hotjar, Monday, Jira, Azure DevOps, Notion, HubSpot

Development

JavaScript, TypeScript, React, Svelte, Python, HTML, CSS, SQL, Git, HuggingFace, Linux, Docker, Wordpress, Framer