

Matt Gidaszewski

Founding Product Designer | 0–1 Products, AI-Native Workflows & Visual Craft

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PROFILE

Founding and zero-to-one Product Designer with 9 years of experience turning early-stage ideas into coherent, testable and buildable digital products across healthcare, education and B2B software. Works from discovery and proposition through product direction, brand, UX/UI, prototyping and launch, then improves the first live version through feedback and iteration. Combines strategic breadth with hands-on visual craft and AI-assisted delivery to help teams reduce uncertainty and move from concept to release.

CORE EXPERTISE

Zero-to-One Product Design • MVP Definition & Delivery • Product Discovery • Product Direction • Design Thinking Workshop Facilitation • UX/UI • Rapid Prototyping • Brand Foundations • Visual Identity • Product Storytelling • Design Systems • AI-assisted Workflows • Information Architecture • User Journeys • User Flows • Product Research •

EXPERIENCE

Independent Product Design Consultant | Zero-to-One & MVP | June 2026 – Present

EducationOS | Multi-tenant education SaaS

- Taking an education platform from working single-tenant product to a market-ready multi-tenant SaaS for educators and small education businesses.
- Owning product direction and end-to-end UX across super-admin, tenant, educator and learner experiences, including onboarding, permissions, branding.
- Defined the migration and launch path while preserving existing users, content and learning data.
- Working hands-on with AI-assisted engineering using Codex, Lovable, Supabase and GitHub to turn product decisions into functioning software, database architecture and application logic.

Varico / Tangramo | B2B accounting software

- Facilitated Design Thinking workshops to uncover the opportunity, align stakeholders and define the Tangramo proposition.
- Translated the proposition into end-to-end UX/UI using IBM Carbon, producing scalable, developer-ready interfaces across light and dark modes.
- Extended the product into visual identity, tone of voice, product narrative and launch communication.

Blue Marble Structures | Pitch creation

- Turned complex habitat technology into a clear narrative and pitch for a NASA proposal, directing 3D animation, presentation design and visual assets.

Medics.Academy (Vopulus Ltd), London

Head of Design | January 2023 – June 2026

Led a multidisciplinary design team of six while remaining hands-on, turning ambiguous healthcare and medical-education opportunities into defined products, prototypes and launched experiences.

- Led new healthcare and medical-education initiatives from discovery, workshops and concept definition through product direction, UX/UI, prototyping, stakeholder narrative and implementation.

- Designed complex NHS-facing dashboards and internal enterprise platforms, improving early products around real healthcare workflows.
- Owned product and design direction across partnerships with healthcare organisations, founders and external clients.
- Established department-wide OKRs and delivery processes and managed recruitment, mentoring and professional development.
- Worked closely with engineering, clinical and business stakeholders to turn ambiguous requirements into clear propositions and usable digital products.

Lead Designer | January 2019 – December 2022

Took multiple products from early concept and proposition to launch, while building the design foundations Medics.Academy needed to scale.

- Reframed and redesigned the Medics.Academy learning platform, contributing to a 175% increase in user registrations.
- Took the Medics.Academy secure messaging application from concept and product definition through UX/UI, prototyping and launch.
- Created the organisation's first scalable design system, connecting product, brand and marketing across a growing portfolio.
- Shaped the proposition, product experience and launch communication for F|Docs, which onboarded 56% of UK Foundation Doctors in its first year.
- Led the creation of Nucleus from product concept and narrative through UX/UI and launch; developed with Guy's and St Thomas' NHS Foundation Trust and later referenced in the UK's Genome UK strategy.
- Reframed and redesigned SMART Science Education's patented learning platform, working directly with founders and senior stakeholders.

UI/UX Designer | July 2017 – January 2019

Joined Medics.Academy at an early growth stage and helped turn initial ideas into the organisation's first digital products, visual identity and product narrative.

Designed the company's first investor pitch, contributing to a successful funding round.

Established the original visual identity, product narrative and creative direction.

- Delivered user journeys, prototypes and production-ready UI, working directly with the CEO, Head of Product and engineering team.
- Collaborated with product, engineering and healthcare stakeholders to turn early ideas into testable, deliverable experiences.

University of Westminster, London | Design Lecturer | January 2017 – Present

- Taught across Graphic Design, Visual Communication, Animation and Illustration, using prototyping and contemporary digital practice within undergraduate programmes.
- Designed lecture programmes, assessments and one-to-one teaching for hundreds of students annually.

EARLIER SELECTED WORK

Volkswagen — Product design and future forecasting for AI-enabled autonomous mobility; presented to Volkswagen's Forecasting Department.

LVMH / Bvlgari — Selected as one of four Central Saint Martins designers to develop an immersive retail experience for a Bvlgari flagship store in Rome; presented to senior stakeholders from LVMH Group

ARUP Group — Contributed to a multidisciplinary speculative-design project exploring the future of NHS healthcare and emerging patient experiences; presented at ARUP London

TOOLS & METHODS

Product Design: Figma, Framer, Miro, Jira, Adobe Creative Suite

AI & Prototyping: ChatGPT, Claude, Codex, Lovable, Cursor, Replit

Methods: Human-Centred Design, Design Thinking, Design Systems, Agile, OKRs, Data-informed Design

Visual & Emerging Tech: Cinema 4D, Blender, Unreal Engine, Spline, Premiere Pro, After Effects

EDUCATION

MA Narrative Environments (Experiential & Interaction Design) — Central Saint Martins, London

BA Visual Communication, First Class Honours — University of Westminster, London

Visual Advertising — Art College Piotr Potworowski

LANGUAGES

English (Near-native fluency) • Brazilian Portuguese (Near-native fluency) • Polish (Native)