

Grzegorz Hadała

Design Engineer – Fintech & Web3

Funchal, Madeira, Portugal (remote) · grzegorz.hadala@gmail.com · linkedin.com/in/grzegorzhadala · grzegorzhadala.com · github.com/partyparrotgreg

Open to Senior Product Designer and Staff / Principal Design Engineer roles, plus contract work.

I design and build fintech and Web3 products. Twenty years across brand, print and product design — the last decade on interfaces for fintech, blockchain and data-heavy tools. I work in TypeScript, React and Next.js, and maintain the Figma library that matches the code. AI is part of how I work, not a novelty: Claude Code is my daily driver for implementation and refactors, and I use MCP to automate design-system work — so the gap between a design decision and a shipped component is hours, not a handoff cycle. I care about craft, clarity, and getting things out the door.

Experience

Douro Labs

October 2024 – Present · Full-time · Funchal, Portugal

- **Product Designer** · September 2026 – Present
- **Head of Design** · September 2025 – September 2026
- **Lead Product Designer** · October 2024 – September 2025

Design across the Pyth Network and Fogo ecosystems — oracle and blockchain infrastructure for DeFi.

- Rebuilt the production component library on shadcn/ui across a multi-app codebase, with React Storybook and the Figma design system kept in sync via MCP and Code Connect, orchestrated with Claude
 - Built a 1,300+ component ecosystem library in Figma using MCP automation rather than by hand, plus design-token linters that check code against design
 - Designed and shipped a market data terminal (Pyth Terminal) and a public metrics dashboard; maintain and extend the Terminal (new features, conversion and onboarding improvements)
 - Led the Pyth brand repositioning and new website — design direction, visual identity, and front-end contributions
 - As Head of Design: built and scaled the design function — hiring, mentoring and managing designers — and set the design vision, systems and processes for ecosystem apps, brand and communication design
 - Designing AI-driven workflows and automations for design, content and publishing
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Sei Labs — Senior Product Designer

December 2023 – September 2024 · Part-time contract

Designed core apps for the Sei blockchain ecosystem: staking, bridge, faucet, rewards, an engagement platform (earn points via X.com content), and an internal multisig tool. Fast-paced, shipped multiple products in under a year.

Rolla — Senior Product Designer & Front-end Developer

July 2021 – August 2023 · Remote contract

This is where I became a true hybrid. Rolla was a DeFi options trading platform (web + mobile), and I worked both sides — design and code — for over two years.

- Owned end-to-end product design for crypto options trading — research, UX, high-fidelity UI, prototyping

- Created the cross-platform design system (web + mobile)
 - Built the Rolla brand identity from scratch: logo, landing page, social media assets
 - Participated in product-shaping decisions with CEO and CTO
 - Shipped production React/Next.js and TypeScript code across the web app
 - Built, tested, and documented UI components in Storybook
 - Constructed full views and user flows in Next.js
 - Managed GitHub workflows, code reviews, monorepo practices
 - Contributed to React Native development
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Adyen — Product Designer

September 2018 – March 2021 · Amsterdam, Netherlands

Two teams, two and a half years at one of Europe's biggest payment companies.

Risk — RevenueProtect (July 2020 – March 2021): Led product design for RevenueProtect, including the ML explainability project — making AI-driven fraud assessments understandable for human reviewers. Interviewed risk officers, optimised risk-rule workflows, and moved legacy views onto the new design system. Worked closely with data scientists.

Treasury (September 2018 – July 2020): Redesigned payout, liability, and balance management workflows for enterprise merchants. Revamped the information architecture of the finance area and contributed to the company design system. Facilitated customer interviews, shadowing and user testing; organised design events, ran Figma workshops and mentored designers.

Kite.ly — Senior Designer

October 2017 – July 2018 · London, UK

Led design for print-on-demand products: e-commerce plugins, SDKs, Canon Print Shop apps. Research, testing, design execution. Kite.ly was later acquired by Prodigy.

Founders & Lightning (formerly ucreate.it) — UX/UI Designer

October 2015 – September 2017 · London, UK

Delivered 10+ startup products end-to-end (sports, travel, conveyancing, music, social, marketplaces). Owned everything from discovery and value proposition mapping to wireframes, visual design, and handoff. Managed a design team of three.

Earlier Career (2005–2015)

- **PayU S.A.** (Warsaw, June 2014 – June 2015) — Mobile UX/UI for Poland's biggest payment provider. Designed Android, iOS and Windows Phone apps and a mobile payment SDK used by Starbucks, iTaxi, and others.
- **Graphic, motion & web design** (2005–2014) — Agency, studio and freelance work across brand identity, print, web and motion, for clients including Orsay, Cisco, Asus, and the City of Krakow.

Skills

Design Engineering

- Design system architecture: tokens, components, themes — designed in Figma, built in code
- Production front-end: React, Next.js, TypeScript, Storybook, HTML/CSS

- Code prototyping — testing ideas in real code, not just static screens
- AI-augmented design and development: Claude Code for implementation and refactors, AI prototyping to test ideas fast

Automation & Workflows

- MCP server integrations for design-system, content and development pipelines
- Figma ↔ code sync with MCP and Code Connect; design-token linters
- Semi/fully automated workflows for websites and apps
- Content review, editing, and upcycling pipelines
- CI/CD: GitHub Actions, monorepo workflows, code reviews

Product & Strategy

- End-to-end product design for fintech, DeFi, and Web3
- Design system governance and scaling across products
- Cross-functional leadership: hiring, mentoring, design culture
- User research, stakeholder alignment, metrics and goal-setting

Tools & How I Use Them

Figma — Primary design tool, connected to code through MCP and Code Connect. Heavy use of plugins and automations to cut repetitive work and move faster through ideation, iteration, and system documentation.

Framer — I build sites end-to-end: from quick early-stage prototypes to production-level company websites, including custom components, CMS structure planning, and ongoing maintenance.

Notion — I use it beyond docs — building interactive databases, internal tools, and lightweight apps that improve productivity, knowledge sharing, and team transparency.

VS Code + Claude Code / Antigravity — My coding environment for prototyping ideas fast, building automations, and writing production front-end code (React, Next.js, TypeScript).

Adobe Suite, Spline — For visual design, 3D, motion, and asset production when the project calls for it.

Education

Self-directed education in design and technology, with formal studies at:

- WIT Warsaw School of Information Technology and Management (Licentiate degree, Graphic Design, 2011–2013)
- School of Informatics and Management, Rzeszow (Graphic Design & Journalism, 2009–2010)
- Warsaw School of Advertising (Advertising Strategy, 2006–2008)

Interests

Motorcycles, backpacking, oil and watercolour painting, cycling, ukulele and piano, music production, climbing, quantum physics, cooking — and sometimes doing absolutely nothing.