



Tim Kremer

Portfolio

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in/timkremerdesign

LEAD PRODUCT DESIGNER • WARSAW (PL)

9 years end-to-end, still hands-on. 50+ products shipped. I designed for 20M+ users, and my work has generated 7-figure revenues. Led design teams of up to 3 (junior and senior). Mentored and graduated 4 interns. I work in Web3, Fintech, and AI — domains with both expert users and consumers, where the problem space shifts weekly and the margin for poor design is zero. I use AI-native tools to ship production code, removing friction between product and frontend development.

Jul 2024 – Mar 2026



Lead Product Designer (Web3)

[Cookie3](#) · Contract

Led design across 4 product surfaces (B2B and B2C) under the Cookie3 parent brand. Partnered directly with CEO and CPO to define scope and guide long-term product iterations.

- ✓ Designed "KOL Intelligence" for Cookie3 Analytics – a new B2B analytics module that became a new revenue stream for the company
- ✓ Rebuilt the inherited design system and expanded it to 3 independent systems, which reduced complexity and cut ambiguity
- ✓ Designed the first B2C platform (cookie.fun) to track AI Agents, which attracted 200K MAU within a month and led to Binance & Coinbase listing
- ✓ Continuously iterated cookie.fun (3 versions) to expand tracking across all crypto by mindshare, sentiment, and other social and onchain metrics
- ✓ Designed "Cookie Snaps" platform for social marketing campaigns (InfoFi), which reached 3M+ users in 6 months and became the biggest revenue stream for the company
- ✓ Shaped early design and AI-native foundations of Cookie PRO analytics platform

Nov 2023 – May 2024



Design Lead

[WAYF](#) · Contract

- ✓ Led design across multiple products, balancing hands-on contributor work with quality direction for the design team
- ✓ Introduced DesignOps practices – running design critique sessions, mentoring designers, establishing team workflow standards
- ✓ Adopted Framer as an extension to reduce client build costs on selected projects

Jan 2023 – Oct 2023



Senior Product Designer

[Openmeme](#) · Contract

- ✓ Redesigned the entire UI and shipped an NFT marketplace from scratch, introducing new UX flows and a MUI-based design system
- ✓ Created concept and prototype for a mobile app and content generator
- ✓ Supported launch readiness through pitchdecks, whitepaper design, UX copywriting, and user testing scenarios

May 2017 – Nov 2022



Senior UX/UI Designer

[Flying Bisons](#) · Full-time

- ✓ Promoted from Intern UI Designer to Senior UX/UI Designer over 5.5 years
- ✓ Designed 40+ products for clients including Booksy, IKEA, Pekao Bank, NN Investment Partners, Domino's Pizza, Enel-med, Kompania Piwowarska, Ottolander Medical, Hebe, PGE, BeamUp, Spark Pay, and more
- ✓ Managed teams up to 3 people, mentored and graduated 4 interns, co-created design career paths

Tools:

Figma

Claude

Claude Code

VS Code

Flora AI

Excalidraw

Notion

Linear

Domains:

AI

Web3

Fintech

Startups

SaaS

B2B

B2C