



# Tim Kremer

Portfolio

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in/timkremerdesign

## LEAD PRODUCT DESIGNER • WARSAW (PL)

I'm a Lead Product Designer with over 9 years of end-to-end experience, and 50+ products shipped. I take messy problems and turn them into products people actually understand. Web3, Fintech, AI – complexity is where I thrive. My workflow is AI-augmented to cut through ambiguity faster, without cutting corners.

### Tools:

Figma

Claude

Claude Code

VS Code

Flora AI

Excalidraw

Notion

Linear

### Domains:

AI

Web3

Fintech

Startups

SaaS

Nov 2024 – Mar 2026



### UX Lead & Design Engineer

[Cookie DAO](#) · Contract

- ✓ Designed agents.cookie.fun – the first platform to track AI Agents, attracting 200K MAU, leading to Binance & Coinbase listing
- ✓ Continuously iterated cookie.fun platform to track all crypto by mindshare, sentiment, and other social and onchain metrics
- ✓ Designed "Cookie Snaps" platform for social marketing campaigns, providing the biggest revenue stream for the company
- ✓ Partnered with CPO to define scope and guide long-term product iterations

Jul 2024 – Mar 2026



### Lead Product Designer

[Cookie3](#) · Full-time

- ✓ Designed "KOL Intelligence" – a new B2B analytics module that became a new revenue stream for the company
- ✓ Shaped early design and vibe-coding foundations of Cookie PRO – AI-native analytics platform
- ✓ Simplified and improved the design system inherited from a design agency, reducing complexity and cutting ambiguity for developers

Nov 2023 – May 2024



### Lead Product Designer

[WAYF](#) · Full-time

- ✓ 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



### Intern UI Designer → Senior UX/UI Designer

[Flying Bisons](#) · Full-time

- ✓ Designed 40+ products for clients including Booksy, IKEA, 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