

Piotr Wesolowski

Product Design · Design Systems · Design Engineering

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Design manager with 15+ years across product design, design systems, front-end implementation and digital product delivery. Currently working at Nissan on design-system governance, component standards and design-to-engineering workflows for a large multi-market digital ecosystem.

I specialise in turning ambiguous product and design intent into structured journeys, reusable design-system infrastructure and executable component contracts. Recent work spans high-consideration automotive ecommerce journeys, finance decision experiences, production visibility tooling and contract-first design-to-engineering workflows, where AI accelerates execution while contracts, evidence and human review remain the source of truth.

CORE STRENGTHS

Design systems • Component contracts • Design-to-engineering • Validation workflows •
Product experience architecture • AI-assisted workflows • Figma • Front-end literacy

EXPERIENCE

04/2021 – Present

Nissan Motor Corporation

Global Design Manager

- Lead design-system governance, component standards and design-to-engineering workflows for the Nissan Web Design System, supporting 24 components, plus patterns and templates, for a 100+ market digital ecosystem across multiple product surfaces.
- Owned the operational model for a contract-based component source of truth, translating design-system priorities into behavioural specifications, state models, accessibility expectations, implementation constraints and validation criteria to reduce ambiguity between Figma, documentation and engineering.
- Led design direction for a multi-model UK vehicle configurator workstream, managing a 2–3 designer external team, co-creating responsive prototypes and translating research from 180 participants across the UK, US and Canada into product recommendations.
- Recommended a single-scroll configurator direction strengthened with progress, control and decision checkpoints, based on three rounds of research where 65% of participants preferred the single-scroll experience and 86% felt comfortable continuing the purchase journey.
- Co-created and validated finance decision prototypes as part of the wider vehicle purchase journey, using research evidence to improve cost clarity, finance-plan explanation, summary findability, comparison support, mobile usability and implementation readiness.
- Created an internal production visibility tool to detect design-system component usage across selected market sites, supporting market-level utilisation, UK/PL comparison, component-level investigation, page-level drill-down, dashboard views, CSV export and CMS migration prioritisation.
- Built AI-assisted design-to-engineering workflows for a production-facing WDS code-library initiative, applying contract-first principles through component contracts, token references, behavioural specifications, validation gates and human review.

01/2019 – 04/2021

Publicis Sapient / Nissan Motor Corporation

Senior Product Designer / Lead UX/UI Designer

- Designed UX/UI concepts, responsive prototypes and stakeholder materials for Nissan global digital product journeys, including vehicle configuration, finance and purchase-support experiences.
- Created desktop and mobile prototypes for research, stakeholder alignment and implementation reference across complex, CMS-driven automotive ecommerce flows.
- Supported research synthesis and product recommendations, translating customer needs, business priorities and delivery constraints into clearer product direction.
- Produced user flows, interface specifications and design documentation for product owners, design teams and implementation partners working across multi-market digital platforms.

05/2018 – 01/2019

Jaguar Land Rover

Senior UX Designer

- Worked within Vehicle Engineering on future infotainment and HMI experience concepts, supporting early UX direction for in-vehicle digital interactions.
- Collaborated with design, engineering and human factors teams to explore feature concepts, interaction models and validation against product requirements.

01/2018 – 04/2018

Npower

Senior UX Designer

- Led UX work for smart meter customer journeys, producing flows, wireframes, prototypes and functional specifications for consumer-facing energy services.

01/2016 – 12/2017

Paperlit

Senior UX/UI Designer

- Designed mobile and web applications for B2B, B2C and B2B2C digital publishing products, translating requirements into flows, interface designs and interactive prototypes.
- Produced HTML prototypes, style guides and interaction specifications to support engineering handover and implementation alignment.
- Moderated local and remote user testing sessions, feeding findings back into product and interface decisions.

01/2012 – 12/2015

AppsBuilder

Senior UX/UI Designer

- Led UX/UI direction for a mobile app builder platform, shaping MVP scope, product features, user flows and adaptive layouts.
- Created wireframes, prototypes, visual specifications and interaction patterns to support product alignment and engineering delivery.
- Contributed front-end implementation using HTML, CSS, Less and Bootstrap.

EARLIER EXPERIENCE

2005 – 2021

Co-Founder / Designer / Front-End Developer

Independent / Freelance Work — The Dickiebirds Web Studio

Delivered web design, WordPress-based websites, prototypes, motion design and maintainable HTML/CSS for small-business clients.

2002 – 2004

HTML/CSS Coder

Mediaambassador

Maintained and updated e-commerce websites, HTML templates and CSS.

SELECTED PUBLIC WORK

Component Contract Lab

Public proof-of-method for the same contract-first thinking applied in production-facing design-system work: translating component intent into executable constraints, implementation boundaries and validation criteria for AI-assisted UI implementation.

- Built a generic public demo showing how tokens describe values, documentation describes intent and component contracts make implementation reviewable.
- Demonstrates how AI-assisted UI delivery can stay inside explicit component boundaries, validation checks and human review, separate from proprietary Nissan design-system work.
- GitHub: github.com/piotrnisson/component-contract-lab-public 

SDD Lite

Lightweight public workflow for applying Spec-Driven Development principles to small AI-assisted projects, replacing loose “vibe coding” with a simple specification, implementation and validation loop.

- Created a practical mini-framework for using AI coding tools with clearer intent, acceptance criteria and review checkpoints before implementation.
- Demonstrates how structured prompts and lightweight specs can reduce ambiguity in smaller projects without introducing heavy process overhead.
- Portfolio: piotr-wesolowski.vercel.app/work/sdd-lite 
- GitHub: github.com/piotrnisson/sdd-lite 

SELECTED TOOLS AND TECHNOLOGIES

Design & prototyping

Figma, design systems, design tokens, component libraries, prototyping, accessibility

Front-end literacy

HTML, CSS, JavaScript, React / TypeScript concepts, AI-assisted prototyping, implementation workflows and lightweight spec-driven development

Platforms & tools

CMS-driven platforms, Adobe Creative Suite, Axure, InVision, Sketch

CERTIFICATIONS

Generative AI for Everyone — DeepLearning.AI

issued 2026-03

Building Resilience as a Leader — LinkedIn

issued 2023-06

EDUCATION

1997 – 2001

Engineer's degree, Information Technology

Wroclaw University of Science and Technology