Marcin Borowski

Product designer and art director with 18 years of experience across sports, fintech, energy, automotive and more. Leads teams, builds with AI, takes ideas all the way to working products.

Key skills

Art direction
Product design
UI/UX
Branding
Design systems
Design leadership
Prototyping
Motion
3D
Building with AI

Tools

Figma
Tokens Studio
Adobe CC
Framer
Claude Code
MCP servers
Blender
Jitter

Contact

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Worked with

Shell
UEFA
World Athletics
Persona
FIFA
Red Bull
Ligue 1
FEI
Nestlé
Bayer
FIA
FaZe Clan

Experience

Future Mind
Product Designer
2026 to Now

Designing products for leading banking and travel brands, now assigned full time to Shell across the EU and North American markets.

Unagi
Art Director
2021 to 2025

Led a team of around ten across UX, UI, 3D, UE5 at a Web3 gaming studio founded by former Ubisoft executives. Built the design system used across its projects. Brought AI into the workflow in the early days of Stable Diffusion.

Who Else
Product Designer
2019 to 2021

An edtech non-profit running Poland's largest non-public homeschooling initiative, plus a fact-checking platform. Designed the rebrand, the web, the learning products.

Penceo
Product Designer
2014 to 2019

Delivered branding, UX and UI for global sports and media bodies including FIFA, FIBA, FIA, FEI, EGA, EBU, UEFA. Drove the team's move from Photoshop to Figma.

Trafficmedia
Art Director
2010 to 2014

Led a creative team of around ten on web portals that reached 5M+ users, including a community platform from the days before social media. Also designed an ad network, plus a few gamified products.

CodeArt
UI Designer
2008 to 2010

Started at a web agency, designing websites for all kinds of clients, nail salons included.

Vibemedia
Owner
2010 to Now

Independent studio designing digital products of every kind, from websites and apps to device interfaces, plus branding, for a mix of clients. One place for design, client relationships, delivery, with a team that scales per project. AI is now part of how it designs and builds.

Selected Projects

Shell

One of the world's largest energy brands. Designing how Shell shows up inside partner products on any screen, from mobile and desktop to in-car displays, in the EU and North America. Also contributing to its design system and EV charging.

FiFA

FIFA's internal journal for members and employees. Designed and built the whole site end to end with a no-code tool.

FIBA

The international basketball federation, behind the World Cup and Olympic qualifiers. Designed its official website plus standalone sites for individual events.

FIA

The international motorsport federation, overseeing Formula 1 and WRC. Designed its website, event hubs like the Hall of Fame, and an internal platform for sharing assets.

FEI

The international equestrian federation. Designed its full website, a large hub with rankings, events, results, athlete and horse profiles, plus a sub-brand for each discipline.

Freeride World Tour

The global freeride skiing and snowboarding tour, from junior events to the elite Pro circuit. Lead designer of the complete UX/UI redesign of its website and stats platform.

Ligue 1

The top tier of French professional football. Art direction and product design for its official fantasy and NFT collectible game.

Persona

An anime-inspired Web3 universe of avatars, merchandise and AI-driven entertainment. Led art direction, branding and product design, including the Persona Journey community platform. The avatar collection sold out for ~$5M, with a community now near 400,000 fans.

Ultimate Champions

A fantasy sports game mixing football, basketball and Web3 NFT cards. Players collect athletes from 160+ licensed clubs, including Arsenal, FC Barcelona, Real Madrid. Art director, brand designer, hands-on product designer.

Hana Studios

AI studio for Web3 creators, offering image and video tools with optional crypto payment. Product design for the whole platform.

Stack

A micro-investing app that rounds up everyday spending into crypto. Art direction and product design.

Coinmetro

A licensed cryptocurrency exchange for buying, trading and earning on crypto. Product design across its website, events, trading platform and apps.

Selected Projects

FaZe Clan

A global lifestyle brand rooted in esports, with reach into fashion, music and entertainment. Product design for its streaming platform.

Noinn

An esports betting app built around social play and competition. Product design and branding.

V1rage

A premium automotive concierge service for car sales, leasing and rentals. Designed its website and its rental system.

Ping

A task manager that brings private and team to-dos into one place. Designed its website.

Freddy

A queue system with tickets and ordering, built during COVID to make the whole process contactless. Branding and product design.

Learning Lab

A learning management platform with no-code tools for owners to build their own training. Designed its UX and UI, then used the tools to build e-learning for Red Bull, Bayer, World Athletics, McAfee and Roche.

Romain Jerome

A Swiss luxury watch brand known for building watches from historic materials, from Titanic steel to Moon dust. Designed its website.

Nestlé

Its official sales presence on Allegro, one of the most popular online marketplaces in Central Europe. Designed it, then delivered ready-to-use templates on the platform.

ProWritingAid

A writing and editing tool that checks grammar, style, readability. Designed its website, plus the online editor.

Szkoła w Chmurze

A Polish online school for students from elementary through high school. Designed its brand identity, website and the learning platform students and teachers use every day.

Mózgi

A fact-checking platform with content reviewed by independent experts. Product design for the platform.

Poland's National Health Fund

A public wellbeing initiative. Led the whole process, from branding to print, web design and development.

Workmed

Pro-health solutions for other businesses, with ongoing maintenance and monitoring of the results. Designed its wellbeing apps, plus print materials.

Environmental Fluids

A chemical manufacturer making specialty polymers from renewable materials. Branding, print and website design.