CURRICULUM VITAE

Magdalena Mrowiec

Senior Product Designer



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PROFILE

Product designer with 5+ years at Glovo, designing for a three-sided marketplace of customers, partners and couriers across 20+ markets. I own problems end to end: from making sense of research and data, to pitching a concept, to shipping it with engineering.

Grew from Junior to Senior across discovery, checkout, loyalty and post-order. Background in landscape architecture and graphic design.

EXPERIENCE

Parental leave

2025 - PRESENT

- Built my portfolio site and Laurel, an AI recipe generator, with AI tools.

Glovo

BARCELONA · 2019 - 2025

SENIOR PRODUCT DESIGNER 2023 - 2025
PRODUCT DESIGNER 2021 - 2023
JUNIOR PRODUCT DESIGNER 2020 - 2021
GRAPHIC DESIGNER 2019 - 2020

- **Order tracking redesign.** Without a PM, I ran workshops with design, content and research across customer and support teams, and turned 11 studies and 29 experiments into a pitch for a new screen structure. The new CPO made it a production priority, and it became the base ads, groceries and growth built on. I started the MVP; the team rolled it out globally: an estimated **10–15%** fewer contacts on bundled orders, earlier cancellations and ads worth an estimated **€1–2M**.
- **Store card.** Pitched and redesigned Glovo's core discovery card for promotions, badges, ratings and Prime offers; rolled out globally.
- **Pre-checkout review.** Designed a review step that, after iteration, cut cancellations with no impact on conversion.
- **Checkout error recovery.** Redesigned recovery from unavailable items to failed payments. In an A/B test on unavailable items, **~3×** more customers kept their order at the same store; conversion after the error rose **almost 10 points**.
- **Design Champion.** Rebuilt the customer app's core components in Figma with a small group; ran a knowledge-sharing session on auto layout.

European Bartender School

BARCELONA · 2015 - 2018

GRAPHIC DESIGNER

- Designed landing pages, a brand manual, social posts and infographics.

Luxoft

KRAKÓW · 2015

JUNIOR GRAPHIC DESIGNER

SKILLS

End-to-end product design
Marketplace UX · Interaction design
Information architecture
Usability testing · Research synthesis
Stakeholder management
AI-assisted prototyping

LANGUAGES

Polish	Native
English	Fluent · C1
Spanish	Upper-intermediate · B2

EDUCATION

MSc, Landscape Architecture
Cracow University of Technology · 2013 – 2014

BEng, Landscape Architecture
Cracow University of Technology · 2009 – 2013

Exchanges: Politecnico di Torino (2011 – 2012) and HTW, Dresden (2014)

"She digs *into the root cause* of a problem and builds a solution that *solves it for good.*"

AMIR ANJOMSHOAA,
SENIOR DIRECTOR AT GLOVO

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