

Filip Pižl

Staff Product Designer

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I'm a Staff Product Designer based in Dresden, Germany. I design complex AI and platform products, from early direction through delivery.

In nearly eight years at Staffbase, I joined as one of the first product design hires, grew into a design manager and then chose to go back to being an individual contributor. I've designed an AI assistant for employees and helped shape the systems and practices that let teams build coherent products. I work closely with product and engineering, bringing strategy, design, and delivery together to ship products that drive business goals.

Experience

Staff Product Designer, AI Assistant & Search @Staffbase

Nov 2025 – Present · 1 year 1 month

As part of the design leadership team, I lead design in the Employee AI unit and own the design vision for AI products across the employee app and the intranet.

I work across the unit's three teams: search, the AI assistant and actions.

I work in a product trio with product management and engineering, and prototype in code every day, so ideas get tried quickly.

Owned design of the **automated onboarding** for the AI assistant, removing the setup friction that blocked rollouts, to increase activation and unlock monthly active usage.

Designed the **Connector Marketplace**, one admin flow for MCP and A2A connections (Atlassian, Workday, Slack, custom servers).

Designed **Rich UI**, so employees can get things done through the AI assistant directly in the employee app, like requesting time off or approving a request.

Shaped the UX vision for the AI assistant and how it fits into the employee app and the intranet, with entry-point concepts aimed at driving monthly active users.

Redesigned the search experience for Hybrid Search, changing how the **search flyout** works to focus on query completion and prioritize recognition over recall. Shaped the design vision for the new search results page, with AI summaries and AI search mode integration.

Founded **Product Design Lab**, which enables designers to start prototyping in code: a shared environment for creating prototypes from product templates, with managed sharing for internal stakeholders and user testing.

Education

M.Sc. Media Computer Science

TU Dresden

2016 – 2019

Specialised in interaction design and AR/VR/XR, researching new interaction methods. Thesis: a mixed reality HoloLens app for fine art restoration.

B.Sc. Media Computer Science

TU Dresden

2012 – 2015

Fundamentals of software development and interaction design. Thesis: a touch interface for an agriculture 4.0 application.

Senior Product Designer, Design Ops and Design Systems

@Staffbase

Aug 2024 – Oct 2025 · 1 year 3 months

Owned the design system and design operations for the design org.

Led the design system working group: shaped the roadmap and prioritised new component contributions.

With the working group, rebuilt selected components for better composability, migrated design tokens to a Tailwind theme to increase adoption, and scaled accessibility through reusable components and shared usage rules.

Shaped how the design team works: team ceremonies, shared critique standards and discovery tracking.

Worked on the first concept for the AI assistant, a proof of concept built with code prototyping.

Product Design Manager @Staffbase

Jul 2023 – Jul 2024 · 1 year 1 month

First-time manager of a four-person design team, taken over during a restructuring.

Member of the five-person design leadership team for a 25 to 30 person design org. Co-developed the career framework and job descriptions, and ran team ceremonies and enablement workshops.

Grew two designers into promotions. As hiring manager for two open roles on my team, I ran the portfolio reviews and interviews and made the hiring decisions.

Supported the new team around Content Designer, Staffbase's content editing tool, by driving its design vision hands-on. Advocated for design system investment.

Senior Product Designer @Staffbase

Nov 2021 – Jun 2023 · 1 year 8 months

Led design initiatives across teams without formal authority. Started and led a company-wide visual re-skin, validated with enterprise customers.

Brought a design team that joined through an acquisition into shared discovery and onboarding.

Led design of decentralised user management with large enterprise customers.

Mentored junior designers and led design programs across a unit.

Skills

Product strategy and vision, Conversational AI and agentic UX, Design systems, tokens and components, End-to-end product ownership, Interaction design, Product discovery, User research and usability testing, Problem and solution validation, Accessibility (WCAG), Dual-track agile, Cross-functional collaboration, Front-end contributions, Workshop facilitation, Design leadership, Mentoring and hiring, Design operations, Team development

Code and tools

Claude Code, Cursor, HTML and CSS, JavaScript, TypeScript, React, Tailwind CSS, Storybook, Git and GitHub, Figma, Dev Mode, Code Connect, Photoshop, Illustrator, InDesign

Languages

English, professional

German, professional

Czech, native

Product Designer @Staffbase

Oct 2019 – Oct 2021 · 2 years 1 month

Designer on the intranet product, mainly search, navigation and new features, through the company's fastest growth.

Shipped Federated, Mobile and File Search, and Journeys, personalized content paths that guide employees at the right moment, such as onboarding.

Helped bring design into agile product teams: moved design from a central team into cross-functional teams and introduced a discovery track alongside delivery.

Product Designer, working student @Staffbase

Feb 2019 – Sep 2019 · 8 months

One of the first product designers, while finishing my Master's thesis. Introduced Figma and defined the first design system requirements.

Supported multiple teams in solution validation and delivery.

Web Design & Development @Narciss & Taurus

Aug 2016 – Feb 2019 · 2 years 7 months

Working student at a Dresden branding agency specialising in neuromarketing. Built and launched nearly ten websites and took part in conception and design.

Intern, AIESEC Global Talent Program

@InovaLab UFMG, Belo Horizonte, Brazil

Jan – Mar 2016 · 3 months

After my bachelor's, I spent three months at the university's startup incubator, helping startups with branding, web design and mobile app design.

Intern, then working student @queo

Aug 2014 – Dec 2015 · 1 year 5 months

I joined queo, a full-service agency, as an intern in the design team and stayed on as a working student, working on branding, web and print design.