Isabelle KOSCIUSKO
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hello@isabellek.design
Nationality: US, French

Head of Design with 20+ years of experience building and scaling product, UX, and brand design in high-growth, digital-first organizations.

Proven ability to establish design as a strategic function, deliver customer-centered products at scale, and partner closely with product, engineering, and executive leadership. Hands-on leader with deep expertise across product design, research, systems, and brand.

SKILLS

Design Leadership • Product Design Strategy • UX/UI • Design Systems • User Research • 0–1 & Scale • Cross-Functional Leadership • Brand & Experience • Prototyping • Executive & Stakeholder Communication • Mentorship

Figma • Adobe CC • Atomic Design • Human-Centered Design • Prototyping • HTML/CSS • Claude AI

Fluent English, French
Conversational Spanish

WORK

Hugo Insurance | Head of Design (UI, UX, brand)
2020 - Present
- Built and led the design function across product, UX, UI, and brand for a high-growth insurtech startup, scaling from **launch to 650k+ members**.
- Established design as a strategic function, defining vision, principles, and operating workflows as the company grew from 8 to 40+ employees.
- **Owned end-to-end design** across acquisition, onboarding, payments, customer portal, lifecycle communications, and marketing surfaces.
- **Led research, concepting, prototyping, testing, and iteration for core product experiences**, reducing acquisition and payment flow completion to under 6 minutes.
- Designed and implemented a **scalable design system** across consumer and agency-facing products, improving consistency and development efficiency.
- Led brand strategy and execution, aligning product, marketing, and communications under a cohesive visual and experiential framework.
- **Introduced rapid prototyping** and AI-assisted workflows to accelerate testing, reduce engineering dependency, and shorten feedback loops.
- Partnered closely with Product, Engineering, Insurance, Marketing, and external agencies, influencing roadmap decisions and prioritization.
- Represented design in executive, investor, and partner discussions, translating user insights into business impact.

CareerFoundry | Design Mentor
2022-24
- **Mentored emerging designers** across UI and UX disciplines through critiques, portfolio reviews, and structured feedback.
- Prepared designers for real-world collaboration, stakeholder communication, and design review environments.

Conran Design Group | Senior UI / UX designer
2019
- Led interface and experience design for a large-scale security application.
- Collaborated with UX, brand, and motion teams to translate research and journey mapping into polished product interfaces.
- Presented design work and rationale to international clients.

Freelance (Agencies & Tech) | Senior Product & Integrated Designer
2011-2020
- Delivered end-to-end product, UX, and brand design for global agencies and clients including Booking.com, Roche, Universal, and Warner Chappell.
- Led discovery, wireframing, prototyping, and visual design across web and digital products.
- Partnered directly with engineering teams to ensure feasibility and high-quality execution.

Earlier Career: Spotlight • Lateral Group • Global Agency & Client Work | Lead / Senior Designer
2005-2011
- Led digital redesigns, design strategy, and brand execution across websites and marketing platforms.
- Owned information architecture, user research, journey mapping, and iterative optimization in client-facing roles.

EDUCATION

Central Saint Martins College of Art & Design, UK | BA (Hons) in Arts & Design Media
2002 - 2005
Interdisciplinary degree in visual communication, digital media, typography, and conceptual thinking, emphasizing both creative exploration and applied design practice.

CareerFoundry | User Experience Design | 2020

General Assembly | User Experience Design | 2013

Shillington College | Graphic Design | 2013

Reading University | TDI+ Typeface Design | 2010

Chelsea College of Arts & Design, UK | Foundations BTEC in Arts & Design, Major: Visual Communication | 2001-2002

Lycée Fénelon, Paris, France | French Baccalaureate. Mention Très Bien (A), Salutatorian
2000