



CV

Jakub Ćwirlej

Digital product designer

mobile apps and AI tools · 20 years in the media

PROFILE

I take a product from identifying needs, through concept and UX/UI design, to launch and further development. Most of my time goes into the stage that is easy to skip yet decides the outcome: talking to users, testing successive mock-ups and watching how people actually use the product. Building with AI tools completes this process; it does not replace it.

Twenty years of reporting taught me to listen, to ask the right questions and to catch what people leave unsaid. In design, that means an accurate reading of needs, care for detail and aesthetics, and a product that makes clear sense to the people who use it.

EXPERIENCE

App developer

ViaSanto

- A prayer app: an interactive rosary, novenas and a community praying for shared intentions. I lead it end to end, from concept and user interviews to release on the App Store and Google Play.

Co-founder

OrsonAI

since 2026

- I design and develop AI tools for journalists: an editor with an assistant for research, verification, interview transcription and document analysis, and Orson Rec, an app that transcribes interviews as they are recorded.

Reporter, camera operator and video editor

Telewizja Polska (TVP)

2005–2026

- 2024–2026** Reportrzy, a programme broadcast on TVP1
- 2020–2023** Magazyn Ekspresu Reporterów
- 2019–2023** Alarm!, a reportage programme broadcast on TVP1
- 2011–2018** Telekurier, a reportage programme broadcast on TVP Info

- Reports and documentary pieces for current-affairs programmes, from research to editing.

WORK

- **ViaSanto:** a prayer app for iOS and Android.
- **OrsonAI:** an editor for newsrooms with an AI assistant, designed around a reporter's daily work.

CONTACT

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LANGUAGES

Polish (native)

English (B2/C1)

French (A2/B1)

SKILLS

- User research, mock-up testing, UX/UI design
- Leading a product from concept to launch
- Building with AI tools: Flutter, Supabase, Google Cloud

EDUCATION

Adam Mickiewicz University, Poznań

2004–2006

Philosophy and Social Communication (not completed).

WSSiP Academy of Art and Design, Łódź

2016–2017

Film and TV camera operator course.