

# Marek Kultys

Outcome-driven design leader with broad business, deep technical, and team growth experience

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## Professional Summary

I am a seasoned design leader passionate about building strong UX teams that create value for users and business.

I bring 15+ years of experience in design, 10+ in biomedical science, 5+ in AI, and 5+ as a design manager. I worked in-house and as a consultant in organisations of all sizes from a 4-person startup to a global corporation of 80k people. I led my teams through an IPO, business reorgs, a corporate spin-off, and a global pandemic.

I am at my best in the early days of product development. While uncertainty and ambiguity can be difficult for some, I take it as source of opportunity and creative inspiration. I'm good at driving progress towards strategic alignment and measurable results. I get things done well.

I believe in the power of lean UX, driven by research, delivered iteratively, oriented on value. My heart follows the user (motivations, goals, needs) and my mind listens to the business (vision, strategy, business outcomes). I thrive in matrix orgs and specialise in complex products.

My approach to people leadership is based on mutual trust, delegating ownership, continuous omni-directional feedback, dedication to team's sustainability and wellbeing. I am proud to say my teams always reported high levels of satisfaction, motivation, and engagement.

I am a hands-on people leader, staying close to the design trade. I bring strategic perspective to teams' work and invest in peoples' professional development as a coach and mentor.

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## Professional Experience

### Evinova / AstraZeneca

2023–present

#### Head of Design, Study Design & Planning

At [Evinova](#), AstraZeneca's health-tech business, I lead design for Study Design & Planning, a sponsor-side tool for optimising clinical trials. With a team of seven UXers (five designers, two researchers), we expand enterprise capabilities for AZ while developing a new market-facing product offering for Evinova.

#### Responsibilities

- Design leadership and UX team management
- Strategic and tactical research
- Product design and development
- Alignment with product, tech, science strategies

#### Accomplishments

- New category-defining **product launch**, from concept to market in 14 months (ongoing)
- 4-into-1 product **consolidation** to drive benefits of scale, standardisation, and unification
- **240% growth** in customer satisfaction score
- **300% improvement** in UX team burn-down rate
- Integration of the UX practice into scaled agile

October 2024

## BenevolentAI

2019–2023

### Director of UX

At [BenevolentAI](#), I built the UX function to deliver on company's science, product, and tech objective – the development of an AI-powered, expert-in-the-loop, user-friendly, low-code drug discovery platform that delivers novel, validated targets into early-stage drug pipelines.

I served as a line manager for 4 designers (junior to lead) and 2 researchers (senior), including as a manager-of-managers.

#### Responsibilities

- Design leadership and UX team management
- Co-leadership of applications development team
- Strategic and tactical research
- Product design and development

#### Accomplishments

- **6 new products** designed, built, and deployed on the Benevolent Platform
- Platform **enabled 26+ drug programmes**, 10+ targets entered drug pipeline, 6 targets selected by AstraZeneca, 1 FDA approval
- **Many-fold acceleration** in target triage (from hours to minutes per target)
- **270% growth** in use of recommended data

#### Publications

- My [blog post](#) about hiring UX teams
- My [conference talk](#) about designing AI tools

## Science Practice

2013–2019

### Design Team Lead

[BioDesign](#) program

I led a team delivering design services for biomedical startups in (Genomics PLC, Lifebit, Discngine, Nature Metrics, Repositiv). I also led R&D and design to launch a novel sequence data visualisation tool [Sequence Bundles](#).

[Ctrl Group](#) program

I led design and delivery of digital experiences for patients in clinical studies, healthcare staff, research organisations, and pharma sponsors, including Cambridge Cognition, Novartis, Vivli.

[Good Problems](#) program

I led research and design on several projects, including for the [Longitude Prize on AMR](#).

#### Responsibilities

- Business development
- Project planning, management, and reporting
- Research and design delivery
- Art direction, content production

#### Accomplishments

- Sold and delivered design and research projects (total value £350k)
- Won two Innovate UK grants (total value £50k)
- Co-launched a new scientific tool with EMBL-EBI and co-authored two peer-reviewed publications
- Supported delivery of clinical studies with a HCP reporting tool and instructional films for patients (localised in 8 languages)
- Won stakeholder buy-in and validated product value propositions with vision prototyping

#### Publications

- My [blog post](#) about information experiences
- Journal [article](#) introducing Sequence Bundles

## Independent Design Consultant

2008–2015

I ran my own design practice delivering design projects to clients in the UK and Poland.

### [Immunocore](#)

I designed science communication materials and Immunocore's logo (displayed in the Times Square, NY, during their Nasdaq listing in 2021).

### [Bento Lab](#)

I helped design the PoC of the portable DNA lab, developed user interfaces, and communication materials. I designed the Bento Lab brand.

### [City Hall of Warsaw](#)

I designed the bicycle road surface signage system and digital promotional products.

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## Courses and Certifications

### LHH Coach Certification Programme

2024

Leader as Coach (ICF accredited)

### European Bioinformatics Institute

2016

Bioinformatics Summer School

### London Business School

2011

New Creative Ventures

## Education

### Central Saint Martins College of Art & Design

2009–2011

MA Communication Design

### Zürcher Hochschule der Künste

2007

BA Interaction Design

### Warsaw Academy of Fine Arts

2004–2008

BA Industrial Design & Visual Communication