



monica porucznik

thisismonica.com
monica.porucznik@gmail.com
585.739.8895

HELLO, STRANGER. I'm a product designer specializing in AI-driven systems & the person that partners ask for by name to find solutions in ambiguous spaces. My approach defines clear mental models to guide product direction and align teams across a shared narrative. I've collaborated in a variety of environments, at startups to Fortune 500s — for the last 7 years at Microsoft I led the evolution of AI-driven advertising at Microsoft AI, shaping product direction for ad campaigns & creatives.

SKILLS

AI-native Design Gen-AI
Human-AI Interaction Visual Design
AI-powered UX Design Strategy
Adaptive Workflows X-F Leadership
Storytelling Horizontal Systems
Design Systems Mental Models
Model-driven UX Creative Tooling
Data Viz System-Level UX

TOOLS

Figma, FigJam, Figma Make, Claude, VS Code, Cursor, Perplexity, ChatGPT, Storybook, Principle, After Effects, UserTesting, Adobe Creative Suite, Photoshop, Illustrator

EDUCATION

Rochester Institute of Technology
BFA – New Media Design 2011

HOBBIES

Hiking, Strategy Games, Miatas, Woodworking, Motorcycles, Hi-fi Sound

Microsoft / Senior Designer

Redmond, WA · 2019–2026

Lead designer on the Microsoft Advertising team @Microsoft AI shaping how advertisers create, understand, and trust their ads with the shift towards AI — consistently turning ambiguity into clear, shippable experiences that scale with platform-level consistency

- Reframed core ad creation experiences, transforming complex workflows into a unified, trustworthy AI-powered system of automation & recommendations based on advertiser goals.
- Defined and refined system architecture for gen-AI experiences, shaping core workflows for AI-generated assets, creative tooling, and brand alignment to maintain advertiser confidence and trust in AI.
- Built and scaled Ads Studio, evolving an asset library into a scalable creative hub to produce high-quality ad assets, setting platform-level patterns for AI-assisted creative tools & decisions.
- Led end-to-end design and strategy for the launch of Performance Max, Microsoft's first AI-powered ad campaign, establishing a new goal-driven mental model to redefine the framework for the ecosystem of campaigns.
- Defined Copilot's role in Microsoft Advertising, shifting from task automation to AI as a creative collaborator, established the mental model for how AI-assisted creative work should feel and interaction patterns now used across the ecosystem.
- Designed the dashboard, settings pages, and core workflows for the launch of Microsoft Clarity.
- Acted as a de-facto design lead across functions — aligned PM, engineering, and leadership through clear reframing narratives and phased paths from vision to execution, accelerating team velocity and reducing ambiguity across surfaces.
- Led platform-scale UX and design-system governance of shared components in the Ads UI Kit to drive consistency, eliminate one-offs, reduce design & engineering maintenance costs, and raise the bar for craft across Microsoft Advertising.

Palador / Principal Designer

Seattle, WA · 2014–2019

Led the design team at a SaaS company to create enterprise products, mobile apps, design systems, and custom software for a wide range of clients

- Served as the principal designer on branding and visual design for many website redesigns, including Palador's.
- Created a design system for Cray Supercomputing, defining component libraries, interaction patterns, and visual standards across applications. Designed an app to run research on supercomputers with new system.
- Designed future-vision concepts and rapid prototypes for Samsung R&D, exploring new mobile apps and IOT devices and evaluating emerging technologies with stakeholders at Samsung.
- Collaborated on merging two of PayScale's business products. Prioritized features, mapped user flows, and prototyped concepts related to employee comp, managing teams, and job feedback.
- Designed web apps and design systems for WA State and King County government agencies.
- Designed a suite of iOS and web apps for FlightSafety to manage distribution of training materials and evaluate training center performance, with a new flexible design system.
- Designed the TimeTracker app for logging consultant hours.

UXAnimal / UX Designer

Seattle, WA · 2013–2014

Designed enterprise & consumer experiences for a range of clients at a startup design agency

Led UX for an internal enterprise web application for EA, working closely with stakeholders to create the UI for complex feature sets and establish a cohesive visual language with style guide. Improved usability for Aramark's order management web application, prioritizing use cases, optimizing task flows, and validating changes through user interviews. Principal designer during rebrand of company website, including new UI and visual language, and front-end implementation.

Capital One / UX Designer

Richmond, VA · 2012–2013

Contributed to the redesign of Capital One's credit card website, making them the 3rd Fortune 100 company to shift to responsive web

Designed responsive concepts for the credit card experience, aligning with new brand guidelines and modernizing the visual system. Prototyped and tested workflows to validate user behavior and refine designs based on insights. Delivered digital assets for the Quicksilver product launch and ongoing site updates, ensuring consistency across surfaces.

Modea / Project Lead

Blacksburg, VA · 2011–2012

Led delivery of device emulators and marketing tools for Verizon + other clients marketing mobile devices

Directed end-to-end delivery, managing developers, timelines, and scope to ship high-quality device simulators. Designed and produced device assets through photography, editing, and Flash development, ensuring visual accuracy and brand consistency. Established structured workflows using XML-driven systems that improved maintainability and accelerated updates across client projects.

R.I.T. / Media Production Assistant

Rochester, NY · 2010–2011

Support digital learning & media production for university faculty, delivering clear, accessible educational UX

Designed and developed educational websites that organized course material into intuitive, student-friendly interfaces. Produced and edited video content for lectures and university events, including recording, editing, and subtitling for accessibility. Delivered multimedia assets on demand to support faculty needs across instructional content & digital coms.