ADAM SCHWARCZ

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Profile

Platform Product Manager focused on developer experience, productivity and AI-enabled SDLC at scale.

Currently leading platform strategy and developer experience for 500+mobile engineers at Backbase (€300M+ ARR fintech), creating horizontal leverage through SDLC standardization, AI adoption, and shared tooling. Proven impact across adoption (6× AI code acceptance), cost efficiency (€15k–€25k per release), and developer support reduction (–40%).

Experience

Product Manager, Mobile Productivity   **Jan 2026 – Present**
Backbase, Amsterdam, Netherlands

- Established product vision and multi-quarter roadmap for newly formed Mobile Productivity team, owning core mobile SDKs and developer tooling serving 500+ engineers across R&D and Customer Success organizations
- Drove 6x improvement in AI code acceptance rate (10% → 60%) by architecting AI-enabled SDLC transformation initiative including prompt engineering framework, context optimization strategies, and comprehensive developer training programs
- Led mobile UI modernization initiative to accelerate SwiftUI and Jetpack Compose adoption across entire product suite, establishing company-wide standards for iOS and Android development practices
- Designed and implemented shared CI/CD workflow strategy eliminating €15k–€25k in manual engineering effort per release cycle, delivering measurable productivity gains across 500-engineer organization

Product Manager, Design System   **Jun 2025 – Jan 2026**
Backbase, Amsterdam, Netherlands

- Owned end-to-end design system strategy and roadmap across iOS, Android, and Web platforms, supporting 15+ product teams and 100+ enterprise customer implementations
- Led cross-functional team of 13 engineers, designers, and QA professionals delivering enterprise design system capabilities and white-label solutions for tier-1 financial institutions
- Launched an AI-integrated design system capability that increased LLM-generated UI code acceptance from 10% to 60%, establishing the design system as a trust anchor for AI-assisted development
- Reduced developer support requests by 40% through research-driven redesign of documentation platform, informed by 30+ in-depth developer interviews identifying critical documentation pain points
- Conducted strategic customer discovery sessions with tier-1 banking institutions to identify recurring white-label constraints, directly informing roadmap priorities and architectural decisions

Senior Product Designer, Design System   **Nov 2022 – Jun 2025**
Backbase, Amsterdam, Netherlands

- Scaled unified design language reducing team-built custom component libraries by 75%, significantly improving design–code workflow efficiency and reducing technical debt
- Introduced comprehensive accessibility standards and governance framework, achieving WCAG AA compliance across all core component libraries
- Rebuilt design token architecture from ground up, expanding white-label theming scenarios by 50-75%
- Developed custom Figma plugin that reduced average customer project theming time from multiple days to hours, directly impacting revenue cycle and customer satisfaction

Product Designer, Design System   **Feb 2021 – Nov 2022**
Tatra banka, Bratislava, Slovakia

- Founding designer of RBI's group-wide design system deployed across 13+ banking markets throughout CEE
- Established design system foundations, component libraries, and governance processes enabling cross-market consistency and efficiency at enterprise scale

Skills

Platform Product Management

- Product strategy & outcome-driven prioritization
- Roadmapping & multi-quarter planning
- Product discovery & problem framing
- Stakeholder alignment & decision-making
- OKRs, success metrics & impact measurement

Design Systems

- Design system product ownership
- Component libraries, tokens & theming
- Design–code alignment & system architecture
- Cross-platform systems (iOS, Android, Web)
- Accessibility standards & governance

Platform Ownership & Developer Experience

- Platform strategy & shared capability ownership
- Engineering productivity & developer experience (DX)
- SDLC standards, tooling & workflow optimization
- AI-assisted SDLC enablement
- CI/CD pipelines, SDKs & shared platform libraries

Tools

Product & Collaboration

- Jira
- Confluence
- Slack
- Notion
- Linear

Design & Engineering

- GitHub
- Figma, Storybook
- Next.js, Expo, SwiftUI
- Cursor, Claude Code

Data & Analytics

- Google Sheets (models, trade-offs, prioritization)
- Power BI (dashboards, reporting)
- Google Analytics (product usage)

Education

Sep 2019 – Aug 2022 **Bachelor of Science, User Experience Design**
The Hague University of Applied Sciences

Side Projects

Sep 2023 – Sep 2025 **Open Design System**
- Built and marketed a commercial Figma UI kit, distributed and sold online
- Owned end-to-end go-to-market, including positioning, pricing and customer acquisition
- Designed and packaged production-ready components, tokens, and documentation

Languages

English Fluent

Slovak Native

Czech Very good

Dutch Beginner