

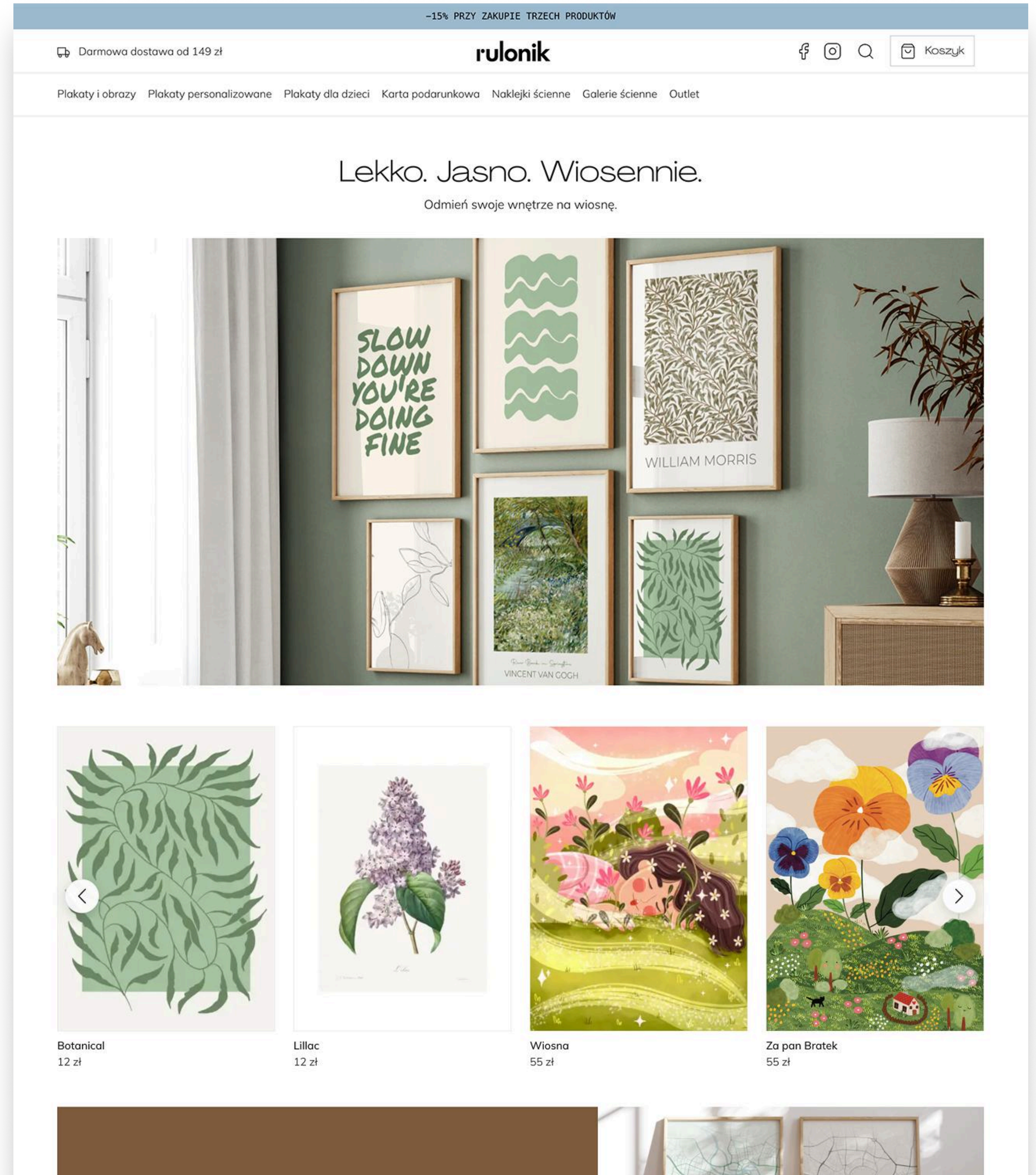
Product design beyond UI

I enjoy working close to real products and real constraints.

Alongside my professional work I co-founded a small e-commerce platform for illustrators - rulonik.pl, where I design, build and experiment with product features end-to-end.

Since I cannot publicly share detailed case studies from my current role, the examples of my work below come from running and improving my platform.

kamil rawa



AI Mockup Generator

Context

Rulonik adds 15-20 new posters per week. Posters with rich product galleries convert 2.8× better than posters with minimal imagery.

However creating mockups manually took 20–25 minutes per poster, creating a bottleneck for onboarding new illustrators.

Problem

How can we reduce the time needed to create high-quality mockups?

kamil rawa



Exploration

Generating images could theoretically be automated on the backend. A poster could be programmatically placed onto a background template, with additional layers added to simulate shadows and lighting effects. However, this approach usually produces results that look artificial. Handling different perspectives or angled shots would also be very difficult.

So I started wondering:

Would it be possible to leverage AI to automate the creation of gallery assets in a way that significantly reduces editorial workload while still maintaining premium-quality output?

Constraints

Not every poster fits every interior, so some level of editorial moderation is still required. Additionally, while the generated images are usually high quality with current models, occasional issues appear and the image needs to be regenerated. Consistency between galleries is also important.

kamil rawa



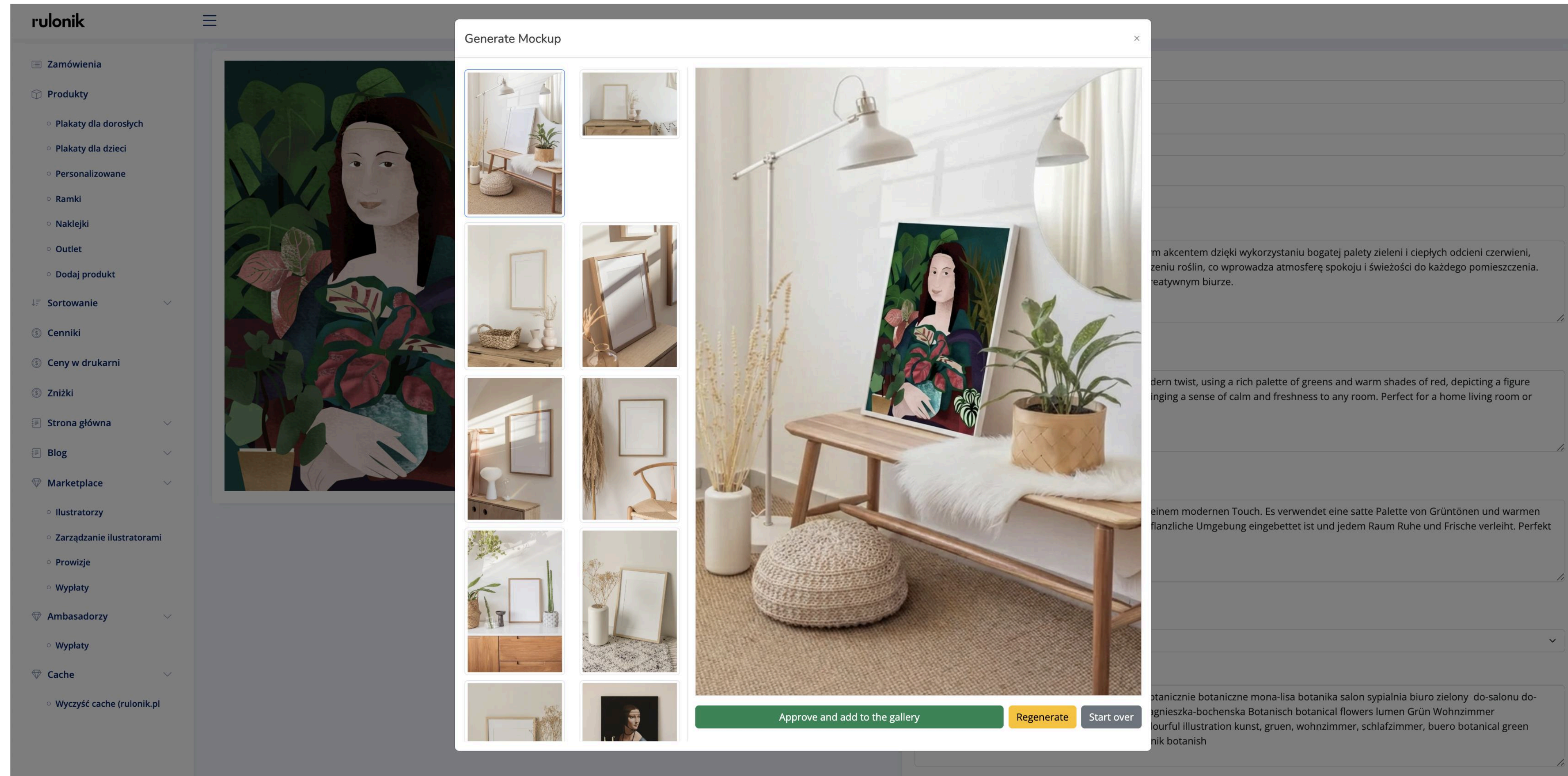
Solution

Instead of full automation, I designed a human-in-the-loop workflow inside the admin panel. The goal was to create a workflow that significantly speeds up the process while still allowing the editor to review and adjust the results.

- Editor selects a poster
- Chooses an interior template
- AI generates the mockup
- Editor can regenerate or refine
- Editor adds ready mockup to the product gallery

This preserves quality while removing most manual work.

Modal UI was created entirely using Claude Code. Since this is an internal tool used by only three people, visual polish was not a priority.



Outcomes

- Gallery creation reduced from 20–25 minutes → ~3 minutes
- Editors stopped postponing gallery creation, increasing gallery completeness across new products
- Higher consistency in product pages

Follow-up Email

Context

rulonik.pl does not print posters in-house. Production and shipping are handled by a professional print house. This model works well from a business perspective because it eliminates fixed operational costs and allows us to scale without managing logistics.

However, it also means we have limited control over the final production and shipping process.

Occasionally mistakes happen - wrong items shipped or posters missing from the order. When that occurs, the frustration is directed toward us, even though the issue originates at the print house.

Problem

When problems occurred, we usually learned about them only if the customer decided to contact us.

Some customers reported issues, while others did not. This meant we had no clear understanding of the real scale of production errors and often discovered problems only when the customer was already frustrated.

The question became:

How can we detect delivery issues early and proactively ensure customers are satisfied with their order, even though we don't control the production process?

kamil rawa



Exploration

Many companies send automated post-purchase emails asking for feedback. However, these messages are often ignored because they feel like generic system notifications.

I hypothesized that a more personal communication style could increase response rates and surface issues earlier.

The key idea was to make the message feel like a real person checking in, rather than an automated survey request.

Solution

I implemented a simple follow-up email system triggered after an order is marked as delivered. Instead of sending a typical automated message, the email appears to come from "Marta from rulonik" and is written in plain text to resemble a personal message.

The message varies slightly depending on whether it is the customer's first order or a returning purchase.

Technically the system is straightforward:

- a background cron job monitors orders marked as delivered
- after a random delay of 60–90 minutes, the email is sent
- replies go directly to the team inbox, allowing immediate follow-up

The goal was to remove the feeling of automation and encourage genuine responses.

kamil rawa

From:
Marta from rulonik

Dear Anna,

I've noticed your package just arrived. Thank you once again for your order. Our products are delicate and couriers do not always handle packages gently, so I hope your package arrived safely.

We would greatly appreciate it if you could share your feedback by replying to this email or leaving a review on Facebook. Your feedback means a lot to us and helps us improve and grow.

Best Regards,
Marta

rulonik.pl

Outcomes

The results were stronger than expected.

Customers frequently respond directly to the email, addressing their reply to Marta as a person rather than the company. This lowers the psychological barrier to sharing feedback.

This change had several effects:

- almost all production issues are now detected quickly
- the number of angry complaint emails dropped close to zero
- customers appreciate that we care even after they made purchase and react quickly to any problems.

Around 20% of customers reply to the email even if they didn't have any issues, providing valuable feedback about their orders.

After introducing the follow-up email, customers began leaving Facebook reviews highlighting customer support, even if they never needed assistance.

Mini Case Study

Passepartout

Problem

Some posters on rulonik.pl include a simulated passe-partout border. Customers often assumed the poster would cover the entire sheet, which resulted in 10–20 complaints per month and required sending replacement prints.

Solution

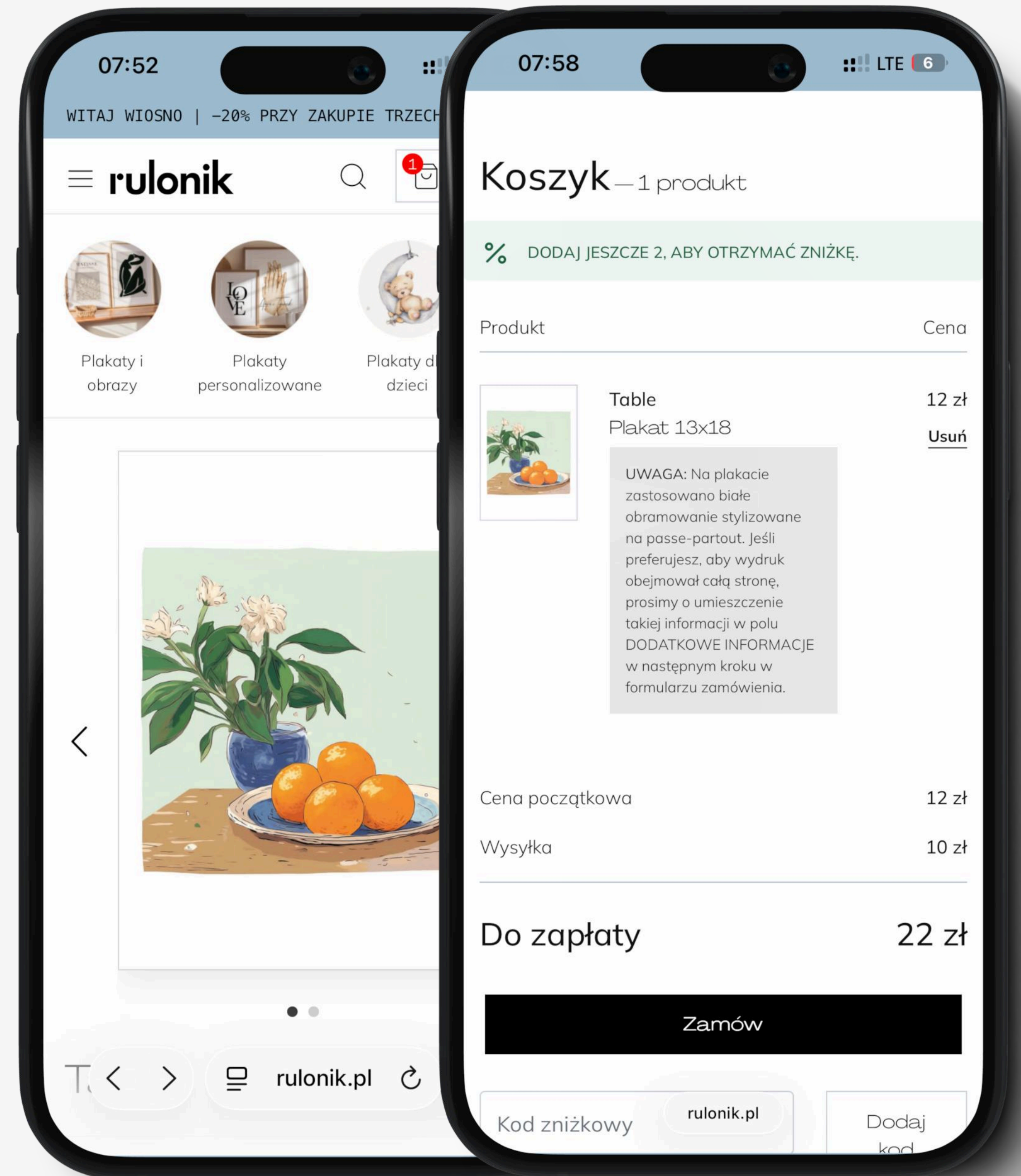
Instead of redesigning the product page immediately, I introduced a simple cart-level disclaimer informing users that the poster contains a passe-partout border and allowing them to request a full-sheet print in the checkout notes.

Outcome

- complaints related to passe-partout dropped to zero
- 60% of customers requested removal of the border
- 40% preferred to keep it

This experiment helped validate demand for future poster customization options.

kamil rawa



Mini case study

AR Preview

Problem

Choosing the right poster size and placement on a wall can be difficult for customers shopping online.

Solution

I implemented an AR preview feature allowing users to place a poster on their wall using their phone camera.

The system required generating a 3D model for each poster. To scale the process, I created a Blender script that automatically generates models by replacing the poster asset.

Outcome

Users who interact with the AR feature show ~50% higher conversion rates.

However this is likely correlation rather than causation, as these users tend to be more engaged overall.

Try it out

(Mobile Safari only)

kamil rawa

