

Adrian Kuleszo



Founder @DesignMe | Design + Engineering for Series A→D Companies (Tech, AI, SaaS) | Clients: Seamless.AI, Ethena Labs, N3XT, LSE, GoHighLevel | Helped clients raise \$150M+

85k followers • [View Profile](#)

18

POSTS / WEEK

3 PM, UTC

MAIN POSTING TIME

90

AVG REACTIONS
5 comments

14%

CALL-TO-ACTION
FREQUENCY

#1 SUCCESS FACTOR

He turns "design" into business results, then proves it with simple, reusable teaching and real work examples people can copy. The content builds trust fast, and the profile finishes the job with clear proof and one easy next step (message or book a call).

FORMAT BREAKDOWN

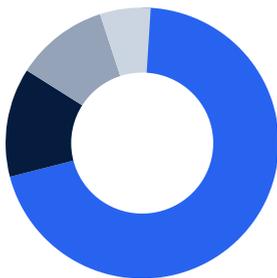


Image	71%	90 avg reactions
Text Only	13%	70 avg reactions
Video	11%	80 avg reactions
Carousel	6%	110 avg reactions

7 Tactics You Can Steal

01 [Start with a big number so people trust you instantly](#)

02 [Teach with checklists that people can screenshot and reuse later](#)

03 Show the exact thing you made, not just advice about it

04 Build in public with screenshots and the tools you used

05 Tell the story in a short timeline so it feels believable

06 Share wins, then say what matters more than the win

07 Let your profile do the selling, so posts can stay helpful

7 Tactics You Can Steal

1 Start with a big number so people trust you instantly

He often puts a strong “proof number” right near the top (pages built, sales, conversion lift), so readers believe the advice before they even finish the first lines. This works because numbers feel like receipts, and they make the post worth paying attention to. You can see it across several of his highest performers, and it matches his profile style of stacking proof (clients + a big outcome). To copy it: choose one real number you can defend, put it in the first two lines, then teach the lesson underneath it.

[Example 1 →](#)

[Example 2 →](#)

2 Teach with checklists that people can screenshot and reuse later

His best teaching posts read like a quick checklist, where each line is a clear action (not a long paragraph). This format is proven in his feed: checklist-style educational posts average about 1.89x relative engagement, while tiny one-off tips without a full framework average about 0.25x. It works because people can skim it in seconds, then save it for later when they actually need it. To copy it: pick one common problem, write 7–10 steps, and add a short “why it matters” after each step.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

3 Show the exact thing you made, not just advice about it

When he teaches process, he often shows the actual board, screenshot, or before/after work so readers can see what “good” looks like. This works because a real artifact feels like proof, and it makes the lesson copyable without extra explanation. It also improves portfolio-style posts, where visuals with clear context tend to land in the top band (about 1.72x) compared with low-context single-asset posts (about 0.52x). To copy it: include a clean screenshot, label what people should notice, and write 3 short bullets explaining how to use the same idea.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

4

Build in public with screenshots and the tools you used

He shares real progress updates (screens, features, visuals) and adds specific build details like the tool choices, which makes the work feel real instead of promotional. This category is a proven winner in his feed: internal tooling/build posts average about 2.17x relative engagement. It works because readers feel like they're getting insider access, and builders can comment with informed questions. To copy it: name the problem, show the screenshots, list the tools you used, and tease the next update.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**5**

Tell the story in a short timeline so it feels believable

He often compresses work into a simple timeline (what happened in a few days or weeks), which makes speed and clarity feel credible. This works because timelines are easy to picture, and they answer the reader's hidden question: "How long will this really take?" One of his top performers uses a day-by-day breakdown, and it stands out because it's specific instead of vague. To copy it: write "Day 1/Day 2/Day 3," list one deliverable per day, and end with what you're building next.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**6**

Share wins, then say what matters more than the win

His best personal posts don't stop at the achievement—they turn into a values moment (family, time, team, health). This matters because "wins only" can feel like bragging, but values make it relatable and safe to celebrate with you. The proof is clear in his numbers: the milestone-style recap post reached 4.38x relative engagement, while other casual personal updates average about 0.68x. To copy it: list 3–7 specific wins, then write 2–3 lines about what you're choosing to prioritize next.

[Example 1 →](#)[Example 2 →](#)[Example 3 →](#)**7**

Let your profile do the selling, so posts can stay helpful

He keeps explicit selling light: only about 13% of posts include an explicit CTA (about 13 out of 95 posts), usually placed at the very end. This works because most posts earn trust first, and the profile is built like a landing page with clear proof plus a single "book a call" Featured link, so curious readers know exactly where to go next. It's also not hurting reach: posts with CTAs average about 1.60x relative engagement vs about 1.16x without. To copy it: make your profile crystal clear (offer + proof + one next step), then keep most posts value-first and add a soft "DM me" only after the lesson.

[Example 1 →](#)[Example 2 →](#)[Profile →](#)

Profile Breakdown

HEADLINE FORMULA

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[Role] @ [Company] | [What you do] for [specific buyer + stage trigger] ([industry]) | Clients: [3–6 known names] | [one big number result]. Why it works: it answers “who, what, for who, and why trust you” in one scan, and the stage trigger (like Series A–D) acts as a filter that signals premium positioning.

BANNER STRATEGY

The banner features a blue 'Premium Partner' badge at the top left. The main text is 'Product design + websites for B2B tech companies'. Below this is a row of logos: SEAMLESS, N3XT, Ethena, LSE (London School of Economics and Political Science), HighLevel, Lightdash, datawizz, and a '+50 more' indicator in a rounded rectangle.

Single-line offer statement + one hard credential badge + a row of recognizable client logos (with a “+more” indicator). Why it works: it reads like a billboard—offer first, then instant third-party trust—so even fast profile visitors understand the service and believe it in 2–3 seconds.

Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Tactical design education (UI/UX + conversion)	29%	Step-by-step playbooks and checklists are the reliable winners: the checklist-style educational posts average about 1.89x relative engagement (with multiple posts landing in the 2.2–3.44x range). Very short “micro-tips” without a bigger framework are the opposite: they average about 0.25x relative engagement, so the audience clearly prefers complete, usable guidance over quick takes.	Post 1 Post 2 Post 3
Portfolio / proof posts (work showcases + results)	37%	Pure “here’s a visual” portfolio posts are the biggest volume but not the strongest average (about 1.04x). Within this pillar, the difference is framing: visually distinctive or motion-heavy pieces are the top band (the strongest set averages about 1.72x), while low-context single-asset drops are the weakest (the weakest set averages about 0.52x). The best-performing showcases make it easy to understand what changed and why it matters, not just what it looks like.	Post 1 Post 2 Post 3
Agency building (ops, experiments, internal tools)	25%	Behind-the-scenes “we built this to solve our own problem” content is the standout: internal tooling/productization posts average about 2.17x relative engagement. In contrast, ongoing ad test updates are weaker (about 0.62x), which fits the pattern that people want a clear lesson or finished takeaway—not an open-ended journal.	Post 1 Post 2 Post 3
Personal + culture + career opinions	8%	Personal content works best when it’s a clear milestone recap, not a casual check-in: the standout recap post hit 4.38x relative engagement, while the other personal posts average about 0.68x. Culture updates also do well when they list real actions (benefits, policies, specific changes) instead of vague values.	Post 1 Post 2 Post 3

Conversion Strategy

Their Offer(s)

DesignMe agency services: product design + website design/engineering for Series A–D B2B tech (Tech/AI/SaaS) companies

HTDB design ebook/books (htdb.co/ebook)

Limited free website/product audits via DM (scarcity-based)

Hiring/contracting (e.g., looking for a Framer dev)

How They Promote in Posts

He uses CTAs sparingly and softly: about 13.68% of posts (13 of 95 provided) include an explicit CTA, usually as the last line after delivering value. These CTAs are mostly DM-based (“send me a message”) or a simple ask (like limited free audits), which keeps the step low-friction. Importantly, CTAs don’t suppress performance here: posts with CTAs average about 1.60x relative engagement vs about 1.16x without, suggesting the CTA is riding on strong content rather than hurting it. (A separate count in the dataset puts CTA rate around 12.63%, so the exact percent varies slightly depending on labeling, but the pattern is the same: CTAs are occasional, end-of-post, and value-first.)

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

How They Promote in Profile

The profile works like a mini sales page: the banner and headline repeat the same offer (design + engineering for growth-stage B2B tech) and stack proof (partner badge, recognizable logos, and a big outcome metric). The About section creates urgency with a stage-based pain story, backs it with outcomes and testimonials, then gives a simple contact option (DM/email). The Featured section reduces choice to one primary action: book a short intro/strategy call on the external booking page.

[View Profile →](#)

Top 10 Posts

1



Happy New Year everyone! 🎉

A New Year recap that lists specific business and personal milestones in a quick, scannable set of highlights. It celebrates growth and purchases, then shifts into a more human focus on enjoying the time with family and living in the new home.

♡ 370 💬 18 ↻ 2

2



Building a mobile app?

A practical "don't forget these" list of key screens for a mobile app, written like a simple checklist founders can follow. Each item includes a short reason tied to user experience and revenue (like onboarding and subscriptions).

♡ 279 💬 9 ↻ 18

3



We've started building small internal apps to solve our own problems.

A behind-the-scenes announcement about building internal tools, starting with a time zone app for a distributed team and clients. It explains the exact pain it solves and shares how it's being built, alongside UI previews.

♡ 258 💬 15 ↻ 2

4



Building the team I wish we had when we started.

A culture and team-building update that lists concrete benefits and company-building actions, like healthcare, gym cards, paid time off, values work, and an upcoming offsite. It pairs the list with an office snapshot to show growth is happening now.

♡ 241 💬 12 ↻ 0

5



How to do a proper mobile design handoff 🧰

A step-by-step guide to handing off mobile designs to developers, covering things like type styles, systems, components, naming, and specs. It's written as a practical checklist meant to be bookmarked and reused.

♡ 208 💬 2 ↻ 41

6



We love organizing at @designme.

A short lesson on organizing design screens and flows so clients can understand an MVP presentation quickly. It explains the "why" and shows what good organization looks like, then ends by inviting discussion.

♡ 226 💬 13 ↻ 4

7



This is what we start every exploration from.

A process reveal showing the starting artifact used before design explorations: an inspiration board with three different style directions. It tells founders to ask for this step to avoid misalignment and long revision cycles.

♡ 230 💬 5 ↻ 0

8



How to design better hero sections.

A conversion-focused checklist for improving landing page hero sections, written as "what actually converts." It includes specific guidance on clarity, a single main call-to-action, visuals, and believable social proof.

♡ 202 💬 5 ↻ 13

9

If I was a designer looking for more work these days I'd learn how to build websites using no-code tools like Framer or Webflow.

A short, direct career opinion: designers should learn no-code website building tools to increase demand for their work. It names specific tools and gives a realistic timeline to get good.

♡ 150 💬 48 ↻ 0

10



Last month I had an idea for a timezone app to help manage our team and client comms.

A build story that walks through turning an idea into a designed app in a few days. It lists what got done each day, then explains the takeaway: design doesn't have to take months with the right process.

♡ 185 💬 7 ↻ 4
