

PERSONAL PROFILE

As a seasoned Product Designer with over 8 years of experience, I specialise in crafting intuitive, visually engaging interfaces driven by research, data, and user-centred design principles. I've designed solutions across both B2B and B2C sectors, transforming complex challenges into elegant, functional experiences that align with business goals. Known for my resilience and results-driven mindset, I bring strong problem-solving, strategic thinking, and collaboration skills, along with excellent time management and organisation.

EDUCATION

Hull School of Art and Design (Open University)

Sep 2014 - June 2017

- Bachelor of Arts (Hons) in Web Design

Computer Science (Hull University)

Sep 2013 - June 2014

- CertHE

Wilberforce Collage

Sep 2011 - June 2013

- BTEC Graphic & Product Design - DDD
- A Level ICT - A*

CORE DESIGN SKILLS

UI & UX Design
User Research & Interviews
Usability Testing
Competitive Analysis
Responsive Design
DS & Component Libraries
Wireframing & Prototyping
Accessibility (WCAG)
Information Architecture
Journey Mapping & User Flows

TOOLS

Figma
Adobe XD
Miro / FigJam / Mural
Adobe Creative Cloud
Azure DevOps / Jira
Webflow
UX Tweak

LANGUAGES

English - Fluent
Polish - Native

EXPERIENCE

Product Designer - DFDS

July 2024 - Present 1 year 4 months

Led the design of two major digital systems that streamlined logistics and compliance operations across the company's European network, supporting multiple business units in Ferry Shipping and Logistics.

- Hazardous Project:** Designed and implemented a new user experience that allows users to easily upload and manage compliance documents, significantly reducing manual processing time and accelerating hazardous shipment approvals.
- The system reduced time spent handling hazardous bookings by 50%, freeing up the time equivalent of 16 customer service representatives for higher-value activities. System handles 350,000 hazardous bookings annually, eliminating approximately 9,000 manual interactions per month and drives significant operational time and cost savings.
- Delivered high-fidelity prototypes, intuitive user flows, and a scalable components that improved efficiency, clarity, and overall user satisfaction.

Lead UI/UX Designer - Autoweb Design

June 2017 - July 2024 7 years 1 month

- Developed a customisable website template for car dealerships, adaptable to meet the needs of 24 different manufacturers.
- Deployed the template across over 400+ UK dealership websites, now a core product in the company's portfolio.
- Worked with major automotive brands including Subaru, Isuzu, and KG Mobility (SsangYong) on their official manufacturer websites.
- Led the development and maintenance of a comprehensive design system, ensuring consistent and scalable UI/UX across multiple products and platforms.