ALEKSANDRA MARCINÓW

UX/UI DESIGNER │ PRODUCT DESIGNER

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LANGUAGES

Polish native   German B1

English C2   Spanish A2

ABOUT

I am a UX Designer with 4+ years of experience designing user-centered digital products in collaborative, fast-paced environments. I combine strong visual skills with an analytical mindset. I work with marketing teams, technology companies, and private clients. I have led UX/UI projects from research and prototyping to final interfaces - across mobile apps, web apps, and websites.

EXPERIENCE

UX DESIGNER, THE EVENTA
2025- now

Collaborating closely with the UX Lead, developers, and creative team, Design-to-development handover process by creating a standardized Figma component library, reducing revision cycles and accelerating project delivery times,
Ensuring design concepts directly supported business objectives and minimized scope creep,
Designing UX and UI solutions that balance usability, visual quality, and commercial objectives

UX/UI & BRAND DESIGNER,
GRIMMEISEN, LENDING LIBRARY
2025- now

Working on multiple client projects simultaneously, Designing commercially-focused UX solutions that increased user engagement and brand visibility, Conducting user research to identify user needs and product requirements, translating them into clear user flows that aligned with business KPIs

UX/UI DESIGNER │ FREELANCER
LOCKED TRADE, INDIVIDUAL CLIENTS
2024- 25

Managed end-to-end product design for diverse clients, overseeing the full lifecycle from initial requirement gathering and wireframing to A/B testing and developer handoff

UX/UI & BRAND DESIGNER
RESTAURANT MIA NONNA
2023

Developed a scalable visual identity system that established the brand's market presence, ensuring consistency across digital and physical touchpoints

CREATIVE DIRECTOR
PROJECT ISTNIEJA
2021-22

Directed the creative strategy and online communication, collaborating with teams to drive audience engagement and brand recognition

DESIGN SPECIALIST, YOUNG FOR CLIMATE, CHRZANOW SMOKE ALARM
2020-22

Team management, client collaboration, project presentations, social media managment

SKILLS

UX/UI

User research, Discovery workshops & stakeholder interviews, Translating business goals into user problems and UX opportunities, Creating scenarios, prototyping, information architecture, user flows, wireframing and high-fidelity designs in Figma, User testing, Knowledge of Webflow, Framer, and WordPress, Responsive design, Working in time and budget constraints

GRAPHIC

Adobe CC (Illustrator, Photoshop, InDesign, XD), Blender, Development of comprehensive visual identities and printing materials, Business strategy for visual communication

MOTION

Adobe Premiere, After Effects, animation production, video and audio editing

ORGANISATION

Client collaboration, Project planning, Team presentations and management

EDUCATION

UX Design at Academy of Fine Arts, Nurnberg — 2025 -26

Graphic Design at Academy of Fine Arts, Kraków — 2023 -27

Libiąż High School — 2019-23