

Martyna Szymańska

UI/UX Designer

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Summary

I'm a mid-level UI/UX Designer with 2+ years of experience specializing in end-to-end product design across mobile and web, from research and information architecture through scalable design systems and high-fidelity prototypes. My work ranges from contributing to a top-10 App Store product to leading design as the sole designer on independently released apps. Alongside that, I bring a strong command of design-systems architecture, WCAG accessibility, and weaving in all kinds of good practices into modern design workflows.

Experience

TDSOFT & Make Agency & Fortuna Entertainment Group - UI/UX Designer Sept 2025 – present

- Designer at a digital design agency, delivering end-to-end UX/UI for FEG, a major European sports-betting & online casino client, a large-scale mobile app with 20+ designers across 4 teams; embedded in a 5-person team on high-priority deliverables
- Owned end-to-end design of a core navigation experience and its key screens, from concept through developer handoff, improving how users move through the product and shaping a more intuitive, efficient user flow
- Led design of a conversational AI feature from concept definition through full high-fidelity mockups
- Designed across multiple brands and product modes, adapting and extending UI systems to distinct brand identities while maintaining visual and interaction consistency at scale
- Drove stakeholder alignment up to CEO level through daily/weekly check-ins, structured workshops, and regular design presentations, translating feedback into iterative design improvements
- Collaborated in English within an international, cross-functional team alongside a top-tier London agency and an enterprise client
- Produced supporting assets beyond core UX/UI: vector graphics, 3D models, marketing campaign decks, and portfolio materials

Fundacja Kompetencji Cyfrowych - UI/UX Designer Volunteer Jul 2025 – present

- Partner with clients and cross-functional UX teams to redesign websites for non-profit organizations (e.g. Słonik)
- Build and maintain design systems and components, producing both low- and high-fidelity prototypes
- Run usability testing and synthesize feedback to guide iteration

Freelance - UI/UX Designer Dec 2023 – present

- **Yarnland**
 - Performed competitive research, built a design system, defined user flows, and created interactive prototypes
 - Redesigned the UI end-to-end based on user feedback, collaborating with the developer to ship the updated version
 - Maintained an ongoing iteration loop, translating real-world usage into design improvements across releases
 - **Download in App Store:** <https://apple.co/3HbioUN>
- **Water**
 - Led the redesign end-to-end: user research, information architecture, and a new design system covering typography, colour, and component usage
 - Designed low- and high-fidelity prototypes, plus custom illustrations and icons
 - Partnered with an iOS developer to ship version 2.0, praised for its modern look and improved functionality
 - **Download in App Store:** <https://apple.co/4k5Xxko>

Skills

Tools: Figma, Miro, Sketch, Axure, InVision, Lottie, Blender, Framery, Webflow, Jira, Trello, Zeplin, Git, Confluence, MS Office, Token Studio, Adobe CC (Illustrator, Photoshop, After Effects, InDesign)

AI Tools: Claude Code & Design, Lovable, and AI integration across the design process

Design & Process: End-to-end UX (information architecture, user flows, wireframing, interactive prototyping); design-systems architecture (UI kits, component libraries, scalable design tokens); component-based design with auto layout, styles/variables, and responsive grids; UX writing and A/B usability testing

Accessibility: Accessible design to WCAG standards, with command of Apple Human Interface Guidelines and Google Material Design

Research & Strategy: Advanced user research, information retrieval and synthesis; stakeholder engagement and design-workshop facilitation

Visual & Technical: Strong illustration and graphic design across vector and 3D; working knowledge of HTML, CSS & JavaScript for design-to-dev handoff; marketing and presentation design for campaigns and pitches

Ways of Working: Agile methodologies (Scrum, Kanban); cross-functional collaboration in international, English-speaking teams

Soft Skills: Team collaboration, strong communication, problem solving, empathy, creativity, attention to detail, active listening

Languages: Fluent English (C1), Native Polish

Education

Digital Information Processing/Elektroniczne Przetwarzanie Informacji
Bachelor's Degree

2022 – 2025
Jagiellonian University in Cracow

I agree to the processing of personal data provided in this document for realizing the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).