

Natalia Szlag



Contact

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[LinkedIn](#)

[Portfolio website](#)

Education

Modern Computer Graphics

AGH University in Cracow

Economic Analytics

Cracow University of Economics

Core skills

Product / Process Design

Wireframes, Mockups

UX Research, UX Writing

Accessibility (WCAG)

Business analytics

Project management

AI assisted development

Tools

Figma (inc. Make), Hotjar, Clarity,

GA, Miro, Zeplin, Jira, Confluence,

AI MCP

Languages

Polish (Native)

English (C1)

Italian (A1)

Hobbies

Enotourism

Formula 1

Artisan Baking (patisserie)

Summary

Senior UX/UI Designer with 7+ years of experience and a unique background in Economic Analytics. I transform complex business logic into scalable e-commerce experiences that maximise conversion and retention rates. While frequently driving projects as a Lead Designer, I remain a committed hands-on contributor, adept at aligning diverse stakeholders—from Development to Legal and Marketing. Leveraging my history as a Reporting Specialist, I fearlessly lead C-level showcases, grounding design decisions in business logic that resonates with the Board. I drive product success by combining User-Centered Design (UCD) with rigorous WCAG compliance, viewing accessibility not as a checklist, but as a critical strategy for market expansion. I included my proudest achievements in second page of resume.

Experience

UX Designer

E-commerce Media Expert – Terg

Nov 2022 – Present

I orchestrate end-to-end design strategies for key initiatives, including the Marketplace transformation, "Media Expert Plus", and the mobile app (2M+ downloads). My role extends to omnichannel experiences, where I conduct CX audits for the "ME Box" parcel lockers and facilitate workshops to design complex tools like the In-Store Seller Dashboard and Customer Account systems. I ensure a seamless path from concept to production, while establishing team frameworks and ensuring WCAG compliance. I align Legal, Marketing, and Dev teams during technical refinements and oversee design quality to resolve edge cases. Weekly, I conduct executive reviews with the Board of Directors to define KPIs and demonstrate business value.

UX Designer

Marketplace ERLI.pl

Dec 2020 – June 2022

Played a pivotal role in scaling ERLI.pl from an early-stage startup to a Top 10 Marketplace in Poland from no income to 740 mln PLN (~\$176.2M). I grew the design department from a solo contributor role into a high-performing team of four. Collaborating daily with the CEO, I modernised the product workflow by migrating legacy Photoshop mockups into a scalable Adobe XD Design System. This foundation enabled the launch of complex B2C and B2B solutions, including a dedicated Google Ads dashboard for business partners.

UI/UX Designer, Graphic Designer

May 2018 – Nov 2020

Freelancing

Delivered end-to-end solutions for clients across diverse industries. Partnered closely with engineers and managed the full product lifecycle, transforming initial client concepts into launched products through rigorous roadmapping and quality assurance.

Reporting Specialist

2015 – 2018

UBS, Capgemini, Capita

Produced and analysed financial reports for large-scale enterprises based on the US and EMEA. Operating in this high-pressure, fast-paced environment honed my ability to present complex data and defend strategic insights to demanding international stakeholders.