

# 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, 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

jedno hobby

## Summary

I am a designer with 7 years of professional experience. My main area is designing solutions for e-commerce. I am an accessibility enthusiast and big fan of simplifying processes for users.

## Experience

### UX Designer

Nov 2022 – Present

#### E-commerce Media Expert - Terg

Being lead UX in a multiple projects. Daily cooperation with UX/UI team, PMs, DEVs, QA and business. Taking responsibility for improving the usability of the purchasing process, customer account dashboard and several internal systems. Implementing subscription program and Parcel Lockers. Taking care for the projects, from concept phase to implementation. Establishing metrics for key areas and ongoing monitoring of KPIs. Conducting UX Research and workshops within the organisation.

### UX Designer

Dec 2020 – June 2022

#### Marketplace ERLI.pl

Directly collaborated with CEO and Product team to prototype, design and deliver the UI and UX experience with a lean design process: research, design, test, and iterate. Cooperating with the team on core projects to improve product and user experiences, both on the customer and seller sides. Launched new functionalities for the users, such as a free delivery program, seller dashboard and dashboard to promote products in Google Ads.

### UI/UX Designer, Graphic Designer

May 2018 – Present

#### Freelancing

Designed print and web applications for several clients following UCD philosophy. Presenting complex mockups to customers. Cooperating with front-end developers during development stages.

### Reporting Specialist

2015 – 2018

#### UBS, Capgemini, Capita

Producing and analyzing financial reports in cooperation with international departments.