Laura Musiał, UI/UX Designer

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LINKS

Portfolio, Linkedin

PROFILE

Dynamic Senior UI/UX Designer with nearly 10 years of experience specializing in user-centered design for SaaS products. Proven expertise in creating impactful user interfaces and scalable design systems that enhance usability and brand consistency. Proficient in modern design tools such as Figma and Adobe Creative Suite, I excel in developing complex user flows and high-fidelity prototypes for both web and mobile applications. My collaborative approach involves working closely with cross-functional teams, including product and engineering, to translate complex business needs into engaging digital experiences. I am committed to accessibility and inclusive design principles, ensuring that all users have a seamless interaction with the products I design. With a strong portfolio showcasing my ability to deliver pixel-perfect solutions, I am eager to contribute my skills and creativity to dynamic environments.

PROFESSIONAL EXPERIENCE

Sep 2018 — Present

UI/UX Designer, Locon

- Created high-fidelity prototypes and UI designs for mobile and web applications that positively impacted thousands of active users.
- Built scalable design systems to ensure visual consistency and foster collaboration across teams.
- Worked closely with Android, iOS, and backend developers to deliver user-centered experiences.
- Converted complex business requirements into intuitive digital products, improving usability and maintaining brand integrity.
- Implemented usability testing protocols to collect user feedback and continuously refine design solutions.

May 2019 — Jan 2021

Freelance Designer (UI & Brand), HRlink

- Designed and implemented user-friendly marketing campaigns, landing pages, and social media content with a focus on engaging user experiences.
- Crafted storytelling concepts that enhanced presentations and AdWords campaigns, improving user engagement and conversion rates.
- Maintained consistent brand communication across digital and print media while adhering to accessibility standards.

Apr 2017 — Aug 2018

UI/UX Designer & Illustrator, Riotters (outsourced to Netguru)

- Designed responsive websites and applications for international clients, focusing on user-centered design for SaaS products.
- Developed wireframes and high-fidelity prototypes, ensuring adherence to global visual design standards and accessibility principles.
- Worked with cross-functional teams on multiple projects, including rebranding and UI updates, enhancing the overall user experience.
- Crafted visual storytelling elements that improved brand engagement and user interaction.

Mar 2016 — Apr 2017

UI/UX Designer, Spotbeans

- Designed user-friendly interfaces and brand assets for TiqDiet, focusing on usability and accessibility for dietician software and the Dietetyk.pl portal.
- Developed marketing materials that enhanced client engagement at Softlab, ensuring alignment with branding standards.
- Crafted comprehensive digital experiences that integrated usability, accessibility, and brand consistency, driving user engagement and satisfaction.

CORE SKILLS

Accessibility	Adobe XD
Css	Figma
Html	User-Centered Projects
Responsive Design	SaaS Products
Design Systems	UI/UX Design

EDUCATION

Jan 2016 — Jan 2018	Master's degree in Graphic Design, Academy of Art in Szczecin
Jan 2013 — Jan 2016	Bachelor's degree in Graphic Design, Academy of Art in Szczecin

CERTIFICATIONS & COURSES

Sep 2025 — Oct 2025	Umiejętności Jutra AI 2.0 (Google & SGH Warsaw)
Aug 2025	Elements of AI
Aug 2025	Building AI (Elements of AI)
Aug 2025	A Guide to AI Ethics (MOOC)
Feb 2016 — Mar 2016	Interaction Design Foundation – Usability & Web Communication Course

LANGUAGES

English	Good working knowledge	Polish	Native speaker
German	A2		