

Laura Musiał

Senior UI/UX Designer

Phone: +48 737 528 236 | Email: laura.zimna@gmail.com | Location: Poland

Summary

Senior UI/UX Designer with almost 10 years of experience, focused on UI design. Specialized in UI standards, design systems, typography, color, and visual hierarchy, delivering consistent interfaces for web and mobile platforms. Skilled in UX fundamentals (user flows, wireframes, prototyping) and leveraging illustration and motion design basics to enhance storytelling and microinteractions. Experienced in taking projects from concept to pixel-perfect delivery, collaborating with development and strategy teams, and ensuring WCAG compliance and brand consistency across digital products.

Core Skills

- UI Design: Design systems, responsive design, typography, color, visual hierarchy, pixel-perfect delivery
- UX Fundamentals: User flows, wireframes, low/high-fi prototyping, usability principles
- Creative: Illustration, basic motion design, visual storytelling, branding
- Collaboration: Cross-functional teamwork (dev, strategy, brand), presenting concepts, iterating on feedback
- Tools: Figma, Adobe Creative Suite (Photoshop, Illustrator, After Effects, InDesign), Sketch, AI-powered design tools

Professional Experience

UI/UX Designer

Locon | 09.2018 – Present

- Delivered hi-fi prototypes and UI designs for mobile and web applications, impacting thousands of active users.
- Introduced and developed scalable design systems, ensuring visual consistency and streamlining collaboration across teams.
- Partnered with Android, iOS, and backend developers to deliver cohesive, user-centered experiences.
- Translated complex business needs into engaging, intuitive digital products.
- Enhanced usability and brand consistency, directly contributing to product growth.

Freelance Designer (UI & Brand)

HRlink | 05.2019 – 01.2021

- Produced marketing campaigns, landing pages, and social media content.
- Developed creative storytelling concepts for presentations and AdWords campaigns.
- Ensured cohesive brand communication across print and digital media.

UI/UX Designer & Illustrator

Riotters (outsourced to Netguru) | 04.2017 – 08.2018

- Designed websites, apps, and brand identities for international clients across industries.
- Created wireframes, UI prototypes, logos, and illustrations meeting global visual design standards.
- Collaborated on 4 Netguru projects (rebranding, website redesign, app UI updates).
- Developed visual storytelling concepts that strengthened brand engagement.

UI/UX Designer

Spotbeans | 03.2016 – 04.2017

- Designed interfaces and brand assets for TiqDiet (dietician software) and Dietetyk.pl portal.
- Delivered commercial and marketing materials for clients at Softlab.
- Created digital experiences combining usability, accessibility, and branding.

Education

- Academy of Art in Szczecin – Master's degree in Graphic Design (2016–2018)
- Academy of Art in Szczecin – Bachelor's degree in Graphic Design (2013–2016)

Certifications & Courses

- Elements of AI (University of Helsinki & Reaktor)
- Building AI (Elements of AI)
- A Guide to AI Ethics (MOOC)
- Umiejętności Jutra AI 2.0 (Google & SGH Warsaw)
- Interaction Design Foundation – Usability & Web Communication Course (2016)

Languages

- Polish – Native
- English – B2 (Professional working proficiency)
- German – A2 (Beginner)