Laura Musiał, UI/UX Designer

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LINKS [Portfolio](https://lauramusial-pf.framer.website/), [Linkedin](https://www.linkedin.com/in/laura-musial-design/)

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 Css

Html

Responsive Design Design Systems

Adobe XD Figma

User-Centered Projects SaaS Products

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

German A2

Polish Native speaker