Marta Wlusek

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I am a **Digital Product Designer** with a focus on GenAI, machine learning and data based products, with over 4 years of experience in UX/UI design and frontend development.

Portfolio · LinkedIn · GitHub · Medium

Work Experience

Product Designer & Developer | 01/2022 - 02/2025 | microTOOL GmbH, Berlin, Germany
(German company specialising in software development for Requirements Engineering and PM)

- Collaborated with the marketing team to redesign and develop a new B2B marketing website, resulting in a rebranded and modernised interface as well as improved user experience, conversion rate, and data automation to streamline productivity.

- Redesigned multiple UI components across the product's desktop and web apps, improving overall usability, visual appeal, and consistency.

- Contributed to the further development of the frontend of products, using HTML, CSS, and JavaScript, in collaboration with the programmers and product managers in the agile team.

Junior Web Developer & Designer | 02/2021 - 09/2021 | Orca Affairs GmbH, Berlin, Germany
(German PR agency specialising in socio-political communication)

- Collaborated with a cross-functional team of frontend and backend developers to build digital products for clients across the public and private sectors.

- Participated in stakeholder meetings to collect requirements and define user stories.

- Independently developed end-to-end websites, from design to production.

Self-employed Freelance Photographer | 05/2017 - 12/2020 | Berlin, Germany
PR Internship | 03/2020 - 04/2020 | Polnischer Sozialrat e.V., Berlin, Germany
Research Member Executive | 10/2014 - 04/2017 | Research Now, London, UK

Education

06/2025 - 09/2025	**Product Design (UX/UI) Bootcamp** - Digitale Leute School DL Education GmbH
10/2022 - 01/2024	MAISTR: **Human-Centered Design** - master's level distance learning education programme in AI for continuous professional development at Halmstad University, Sweden
09/2020 - 11/2020	**Full Stack Web Development Bootcamp**, SPICED Academy Education GmbH, Berlin, Germany
01/2015 - 12/2016	**Master of Arts (MA) in Photography**, London College of Communication, School of Media, University of the Arts London, UK
2002 - 2007	**Magister's Degree in Cultural Studies** with a specialisation in Film Studies, Institute of Film and Media Studies, University of Silesia, Katowice, Poland

Certifications

- **Machine Learning & AI** issued by ReDI School of Digital Integration Berlin - 01/2025

- **Elements of AI** issued by University of Helsinki MinnaLearn - 12/2024

- **UI/UX Design Specialization** issued by California Institute of the Arts - 07/2022

AI Projects

- **Image Tag Extractor** using machine learning image classifier: Link to project

- **Toxic Comment Detector** using machine learning and NLP: Link to project

Skills and Strengths

Tech Skills: HTML · CSS · JavaScript · React · Python · API · JSON · SQL · Figma · Visual Studio Code · npm · Git · GitHub	**Strengths:** Problem Solving · Creative Thinking · Interface Design · Interaction Design · Design Systems · Prototyping · User-centered Design · Product Design · Usability Testing · Data Analytics · Data Visualisation · AI Design · NLP · Service Design · Accessibility

Languages

English - C1 | German - B2 | Polish - Native speaker