

Marta Wlusek

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I am an end-to-end Product Designer with a focus on GenAI, machine learning and data-based products, with over 6 years of experience in UX research, UI and web design, and frontend development.

[Portfolio](#) · [LinkedIn](#) · [GitHub](#) · [Medium](#) · [ORCID](#)

Work Experience

Product Designer & Developer | 01/2022 - 02/2025 | microTOOL GmbH, Berlin, Germany

(German company specialising in software development for Requirements Engineering and PM)

- Led the redesign and development of the company's B2B website, collaborating with the marketing team, which resulted in a rebranded and modernized interface as well as an improved user experience, conversion rate, and data automation to streamline editors' 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 Executive | 10/2014 - 04/2017 | Research Now, London, UK

Education

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| 09/2024 - 01/2026 | Digital Humanities, Master's Programme , Linnaeus University, Sweden - master thesis on the use of conversational AI agents for search |
| 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 working professionals 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

- **Data Analytics with Python** issued by ReDI School of Digital Integration Berlin - 06/2025
- **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

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

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