

Marta Wlusek

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I am a **Product Designer and Developer** 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](#) · [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)

- 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	<u>MAISTR: Human-Centered Design</u> - 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