

Monika Molek

Digital Designer (Web & UX)

CONTACT

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Digital Designer with 10+ years of experience in web design, branding, and building conversion-focused digital experiences. I design and implement websites (Framer, Webflow, WordPress) that combine strong visual design with UX principles and real business goals. Delivered 6+ client projects end-to-end, improving user engagement by up to 25% and user satisfaction by 20%. I work directly with clients from concept to launch, using AI tools to speed up workflows and improve outcomes.

PROFESSIONAL EXPERIENCE

DIGITAL DESIGNER / FOUNDER

Motion & Design Studio

05/2023 – Present

- Improved user engagement by up to 25% through UX-driven website design
- Designing and building websites (Framer, Webflow, WordPress)
- Creating user flows and page structures based on UX principles
- Designed websites to improve conversion and usability
- Developing brand identities and visual systems
- Building UI kits and reusable components to streamline design process
- Reduced design inconsistencies by creating reusable UI components
- Working directly with clients and developers from concept to launch
- Using AI tools to support design, content creation, and ideation

WEB DESIGNER (FREELANCE)

Nextia

01/2013 – 04/2023

- Built and implemented websites for clients across different industries
- Improved user journeys using analytics and user research
- Conducted usability testing and delivered actionable insights
- Collaborated with marketing teams to improve performance and conversion
- Managed projects from concept to final delivery

GRAPHIC & UI DESIGNER

Kalmar

01/2020 – 04/2021

- Designed layouts and UI components for WordPress-based projects
- Applied UX principles to improve usability and structure
- Created consistent visual systems across digital and print
- Built reusable components to improve design efficiency
- Collaborated with marketing teams on campaign visuals

WEB DESIGNER & SEO ANALYST

Velset Sp. z o.o.

08/2014 – 02/2019

- Designed and implemented responsive websites
- Improved website performance through SEO and data analysis
- Managed Google Ads campaigns and optimized traffic and conversions
- Worked with marketing teams to align design and business goals

JUNIOR WEBSITE SPECIALIST

Fakro Sp. z o.o.

08/2010 – 06/2014

- Managed and updated corporate websites (CMS)
- Supported SEO activities and performance analysis
- Collaborated with marketing teams on digital communication
- Ensured content consistency and usability

EDUCATION

ASSOCIATE'S DEGREE IN WEB DEVELOPMENT

National Louis University | 01/10/2009 – 30/06/2010

ASSOCIATE'S DEGREE IN MULTIMEDIA & COMPUTER GRAPHICS

National Louis University | 01/10/2007 – 30/06/2008

MASTER'S DEGREE IN MANAGEMENT & MARKETING

National Louis University | 01/06/2003 – 01/06/2008

CERTIFICATES

CREATIVE TYPOGRAPHY

Design Practice | 2026

FRAMER SKILLS CERTIFICATE

Klika | 2026

AI SKILLS PROGRAM

Google & SGH | 2025

AI DESIGNER

Design Practice | 2025

WEBFLOW DESIGNER

Design Practice | 2024

BRAND DESIGNER

Design Practice | 2024

INTERACTION DESIGNER

Design Practice | 2023

CERTIFIED DIGITAL DESIGNER (CDD)

Design Practice | 2022

Polish – Native

English – C1 (Advanced)

SKILLS

Design & UX

User flows, responsive design, usability testing, design systems, wireframing

Web / No-Code

Webflow, Framer, WordPress (Elementor, Divi), HTML/CSS basics

Tools

Figma, Adobe Creative Suite

Analytics & Optimization

Google Analytics, conversion optimization

AI & Automation

ChatGPT, Midjourney, Claude, Perplexity, Make, Zapier

GDPR CONSENT

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