



Milena Cywinska

Product & Brand Designer.

Designer with a UX background and strong graphic design roots, who thinks in systems. I work across product, digital and brand, turning complex problems into clear, engaging experiences with strong visual craft. Experienced in agency, in-house and freelance settings, taking projects from concept to launch.

www.mcywinska.com

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Available Immediately for Freelance & Permanent Roles

EDUCATION

BA User Experience Design

LCC: University of the Arts,
London

09.2019 - 07.2023

Student Exchange - Interactive Media (within the MA programme)

Hochschule Augsburg : University of Applied Sciences

09.2021 - 07.2022

Diploma in Professional Studies

LCC: University of the Arts,
London

09.2021 - 07.2022

COURSES

Family Business Course

Hochschule Augsburg (GER, 2021)

European Project Semester

Hochschule Augsburg (GER, 2021)

PROFESSIONAL EXPERIENCE

Lead Product & Brand Designer

09.2023 - Now

Volta Foundation · *Global Community shaping the Battery Industry*
(San Francisco, remote)

Leading product, UX and brand across Volta's digital ecosystem, from strategy and concept to final design. Reporting straight to VP of Business Operations.

- **Founding designer**, leading 3 brand rebrands as Volta's personality and offerings were growing.
- **Brand design across digital touchpoints**, including social, newsletters, publications and web.
- **Spearheaded design of 3 editions of Volta's annual industry report**, ranging from 200-700+ pages and involving 100+ contributors.
- **Digital Product Design** of Battery Business Directory, from concept development through developer handoff and launch.
- **Design workshops & facilitation**, enabling teams to work independently in Figma and guiding service design processes to identify product needs, users and functionality.

Independent Design Practice

09.2023 - Now

King & Spalding (*Law*) · FNTSY (*Music*) · Mama Tomasa (*Food & Beverage*) · Project.ZS (*Events*) and others

Partnering with brands and creatives to shape digital experiences, visual systems, and strategic narratives across web, product, and brand.

- **Brand & UX strategy**, shaping projects from initial discovery and audit through to creative direction and delivery.
- **Brand identity & creative direction**, developing visual systems and leading design across digital and print.
- **Digital product & web design**, translating business and user needs into clear, engaging digital experiences.
- **End-to-end project ownership**, managing client relationships and leading projects from concept to launch.

Brand & Digital Designer

07.2023 - 03.2024

Harvey Scott Agency · *Creative Agency* (Warsaw, remote)

Designed end-to-end brand identities and digital experiences across web, packaging, and marketing touchpoints for agency clients.

- **Brand identity & design** for a kitchen appliance brand, covering logo, typography, visual identity, advertising, packaging and e-commerce website with an integrated blog.
- **Graphic design** across additional agency projects, including posters, social media and logos.

Graphic Design Intern

10.2021 – 03.2022

BUROBRAAK · *Design Studio for Social Impact* (Amsterdam, NL)

Worked across visual identity, campaigns and creative concepts for social impact.

- **Visual identity**, developing logotypes and complete brand identities from initial brief through to final applications.
- **Campaign design**, leading the visual identity and campaign assets for Westcast, a project exploring the decolonisation of street names, across banners, stickers, website and digital assets.
- **Editorial & conceptual design**, creating leaflets and a conceptual photobook.

Graphic Design Intern

03.2022 – 07.2022

Fabienne Chapot HQ · *Luxury Womenswear Brand* (Amsterdam, NL)

Worked in-house across seasonal campaigns and brand communications.

- **Campaign design**, developing seasonal creative across social, digital advertising and lookbooks.
- **Digital design**, creating newsletters, social content and campaign assets across seasonal launches.
- **Print & event design**, producing labels, posters, leaflets, event marketing and showroom graphics.

SKILLS

UX & Product User Research · Information Architecture · Wireframing & Prototyping · Usability Testing · UX/UI Design · Accessibility · Service Design · Product Strategy · Design Systems

Brand & Creative Brand Systems · Visual Identity · Creative Direction · Campaign Design · Design Thinking · Workshop Facilitation · Design for Social Impact

Collaboration Stakeholder Management · Cross-functional Collaboration · Client Management

TOOLS

Figma · Figma Jam · Miro · Asana · Trello · Framer

Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro)

AI Tools (ChatGPT, Claude, Adobe Firefly)

INTERESTS

Sport Muay Thai · Football · Wind & Kite Surfing · Skiing & Snowboarding · **Design Theory** · **Psychology** · **Social Innovation**

LANGUAGES

Polish (native) · English (fluent) · German (beginner) · Spanish (beginner)

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