

# Martyna Zimmermann-Pepol

UX/UI DESIGNER (FREELANCE • B2B)



## Profile

- As a multiskill UX/UI and web designer, I specialize in creating user-friendly and modern digital products that drive conversions, engage users, and meet business goals. My work focuses on designing intuitive and visually appealing websites, as well as mobile and web applications.
- As a Framer Expert and Web Designer, I build cutting-edge no-code business websites that resonate with audiences, enhance conversions, and are SEO-optimized. Through close, daily collaboration with developers and agencies, I ensure consistency and functionality across projects, resulting in seamless and efficient rollouts for clients.
- My approach blends aesthetics with usability, crafting digital products that not only look great but also effectively support clients' business objectives while being fully functional for end users. My designs are well-organized and always delivered on time.

## Work Experience

### Product Designer & Framer Expert

High Heels Code (Software House) • Apr 2023-Present

- Led the design process for new features, from ideation to execution, ensuring alignment with user needs and business objectives.
- Created wireframes, prototypes, and high-fidelity designs for the mobile applications.
- Daily close collaboration with developers, and stakeholders to ensure designs met user needs and business goals.
- Creating web designs for business clients.
- Developing websites using no-code technology (Framer).
- Conducting UX audits and SEO optimization tests.
- Crafting engaging 3D animations.
- Project management.
- Conducted workshops and interviews with clients to gather feedback and insights, facilitating continuous improvement and innovation.
- Providing Art Direction.
- Creating Social Media content.

### Product Designer & Web Designer

My Good Site (Freelancing) • Sept 2022-Present

- Designing websites, mobile and web applications for business.
- Performing UX Audits for optimization.
- Implementing User Testing methodologies.
- Developing websites using no-code technology (Framer).
- Conducting UX audits and SEO optimization tests.
- Conducting workshops with clients to ensure their vision is realized.
- Providing Art Direction.

### UX/UI Designer & UX Researcher

Brainiverse (Startup) • Jan 2023-Oct 2023

- Experience in UX Research encompassing quantitative and qualitative methodologies, user testing, and market analysis.
- Skilled in Product Design, leading the design process of MVPs for the Business & Science Collaboration Platform and the AI Web Application "Dr Paper" in close collaboration with the development team.

## Skills

User Experience (UX) Design

User Interface (UI) Design

Web Design

Framer Expert

UX Audit & SEO Optimization

UX Research & Usability Testing

Prototyping & Wireframing

Information Architecture

Visual Design

UX Writing

Analytical & Critical Thinking

Communication & Collaboration

Business Skills

Emotional Intelligence

## Tools

Figma Professional

HotJar

Adobe Creative Suite

Framer

Webflow

AI Tools

Spline 3D

Miro

Slack, Jira, Confluence

## Links

[Portfolio](#)

[Linkedin Profile](#)

[Linktree](#)

## Contact

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[martynapepoldesign@gmail.com](mailto:martynapepoldesign@gmail.com)

Gdynia, Poland

## Recent Projects

Mobile Application (Flutter) "Ecotech" • High Heels Code  
07.2024 - 08.2024

Magento eCommerce • High Heels Code  
05.2024 - 06.2024

No-Code Websites (Framer) for Business • My Good Site  
2023 - Present 2024

Mobile Application (Flutter) "Loopy Jobs" • Apps Value  
Mar 2024 - May 2024

Mobile Application (Flutter) "Eat what I have" • High Heels Code  
Sept 2023 - Mar 2024

Web Application for Scientists (AI) "Dr Paper" • Brainiverse  
Apr 2023 - Oct 2023

Business & Science Collaboration Platform • Brainiverse  
Jan 2023 - May 2023

Travel Agency Discovery • Akademia UXUI  
Jan 2023 - Feb 2023

Mobile Application "Meet4fit" • Akademia UXUI  
Sept 2022 - Dec 2022

## Courses & Certificates

Social Media Advertising • Nueve  
08.2024 - 09.2024

Prototype Pro • Nueve  
08.2024 - 09.2024

Landing Page Pro • Nueve  
06.2024 - 07.2024

Fundamentals of Digital Marketing • Google  
Mar 2024 - Present

Product Management • Great Learning Academy  
Mar 2024 - Mar 2024

Digital Designer • Design Practice  
Feb 2023 - May 2023

Webflow 101 Certification Exam • Webflow University  
Apr 2023 - Apr 2023

Introduction to Web Design and Development • LinkedIn  
Mar 2023 - Mar 2023

Artificial Intelligence Foundations: Machine Learning • LinkedIn  
Jan 2023 - Jan 2023

Professional Full Stack UXUI Designer • Akademia UXUI  
Sept 2022 - Dec 2022

Foundations of User Experience (UX) Design • Google  
Oct 2021 - Nov 2021

Start the UX Design Process: Empathize, Define, and Ideate • Google  
Nov 2021 - Dec 2021

## Languages

English 

Polish 

German 

## Education

Master of Philosophy - MPhil  
University of Gdansk  
Oct, 2012 - Jun 2014

Master of Laws - LLM  
University of Gdansk  
Oct, 2008 - Jun 2013

## Hobbies

Psychology  
Yoga  
Mindfulness  
Skiing