

# Martyna Zimmermann-Pepol

PRODUCT DESIGNER, WEB DESIGNER

## Profile

- Multiskill Product and Web Designer with extensive experience in crafting bespoke digital solutions to meet diverse business requirements. Specializing in UX/UI design, I possess a deep-seated passion for 3D animation and interactive design, complemented by expertise as a Framer Expert and proficient no-code developer.
- My collaborative approach is pivotal in working closely with developers, agencies, and startups to deliver top-tier websites and mobile applications, exceeding business expectations and driving conversion growth.

## 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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Gdynia, Poland

## Recent Projects

Mobile Application "Meet For Pay" • Apps Value  
Mar 2024 - Present

Mobile Application "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

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