



# Magdalena Szymaniec

Product Designer · Art Direction

Senior Product Designer with 10+ years of experience designing digital products across B2C mobile apps and complex B2B platforms (energy, real estate, senior care). My motto—*The less ego at play, the better the design.*

## Blindmate GmbH — Senior UX/UI Designer

Berlin · Freelance to Full-time · Nov 2022 – May 2026

- Led end-to-end redesign of the product experience and brand, establishing a scalable design system used across product and marketing.
- Defined and launched the first monetisation offering (premium), shaping positioning and feature set (5 core features) and bringing it to market within 3 months.
- Untangled complex product problems like feed logic, onboarding, and user role distinction into defined flows and prototypes that improved conversion and user retention.
- Built an AI-supported illustration and asset pipeline, enabling fast production of consistent visuals.

## trawa, Future Energy Services GmbH — Senior Product Designer

Berlin · Part-time · Sep 2023 – Oct 2024

- Designed a B2B energy procurement platform from scratch, translating complex real-time consumption data into dashboards for non-technical users.
- Established the design system and visual language, ensuring consistency across product and marketing.

## wohnvoll AG — Senior UX/UI Designer

Berlin · Full-time · Jan 2022 – Aug 2023

- Designed a platform for seniors (65+), focusing on accessibility and usability for users with low digital familiarity.
- Designed and tested core flows (communication, service ordering, local events), with a focus on reducing friction for target audience.
- Created the design system from scratch and produced marketing materials including a White Paper.

## Homeday GmbH — Senior UX/UI Designer

Berlin · Full-time · Nov 2019 – Dec 2021

- Led creation and rollout of the design system, aligning design, engineering, and brand through regular cross-functional collaboration.
- Designed internal tools for real estate agents, streamlining workflows and reducing manual steps in the sales process.
- Mentored junior designers and facilitated design critiques.

## MoBerries GmbH — Creative Director

Berlin · Full-time · Apr 2018 – Oct 2019

- Owned product and brand direction for an HR-tech startup, spanning visual identity, UI, and marketing design.

## and dos Santos (innovation agency) — Creative Manager

Berlin + Potsdam · Full-time · Jan 2016 – Mar 2018

- Delivered design and creative strategy for clients including Deutsche Bank, L'Oréal, Vodafone, Conrad Electronics, EMSA, Ziegert and ImmobilienScout.
- Led concept development across experiential design, VR visualisations, branded spaces, and design thinking workshops.

📍 Berlin, Germany

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## SKILLS & TOOLS

### Design

Product design, UX/UI · Interaction design, Design systems, Prototyping, User Research

### Collaboration

Stakeholder workshops, Design facilitation, Cross-functional collaboration, Scrum

### Visual

Art direction, Illustration, Typography, Brand identity

### Tools

Figma, Adobe Creative Suite, After Effects, Framer, Webflow

### AI workflows

Prompt systems, AI-assisted asset creation

### Languages

Polish (native)  
English (native)  
German (C1)

## SIDE PROJECTS

### Freelance Illustrator and Designer

independent · 2014 – ongoing

- Created book cover art and typography for Dead Ink Books, *Every Fox is a Rabid Fox* (H. Gallon), *Sealed* (N. Booth), *Hollow Shores* (G. Budden).
- Delivered brand identity guidelines, editorial illustration, and visual concepts for clients including Scholastic Books, ComedyShorts Berlin, and BARFER'S.
- Illustration work accepted into Society of Illustrators Student Scholarship Competition, Spectrum 21: The Best in Contemporary Fantastic Art and winning a runner-up prize at the Folio Society Book Competition for *Heart of Darkness*.

## EDUCATION

### Ringling College of Art and Design

BFA in Illustration with honors  
Sarasota, USA, 2010–2014

### UWC Red Cross Nordic

International Baccalaureate Diploma  
Norway, 2008–2010