



Polina Ziemińska

Senior Product Designer / Design Generalist

Berlin, Germany / EU Work Permit Holder

[Portfolio](#) [Linkedin](#) [Email](#)

Product Design Generalist with 11+ years of experience in Product Design, UX/UI, Design Systems Management, and Branding. I understand business needs and goals, run strategy and research, ideate and prototype quickly, conduct testing, and collaborate proficiently with cross-functional teams. My core professional values are Impact, Autonomy, Accuracy, Problem-Solving, Collaboration, Compassion and Reliability.

Experience

[Unity](#) / [SyncSketch](#) (2022 — 2024)

Senior Product Designer

- Led Core UX for Review Player, Billing/Admin solutions, and Design System.
- Developed a key feature for user invite management, adopted by 50% of top revenue customers.
- Drove In-app Upgrades Project, boosting feature discovery, which resulted in a 22% increased conversion rate to upper plans.
- Validated user flows for 2024 feature launches, enhancing product usability and business value.
- Established and shared a comprehensive Design System, boosting team collaboration. Improved visual design standards, advocating for consistent, scalable design patterns.

[Doodle](#) (2020 — 2022)

Senior Product Designer

- Led the design of the Participation Experience Discovery, setting a strong foundation for the seamless selection experience and future business expansion.
- Conducted user research, both qualitative and quantitative, to refine and test design iteratively.
- Facilitated daily collaboration with Developers, PMs, BAs, Sales, Customer Success, and external agencies for continuous product development.
- Led an external team to develop an MVP of Mobile App for iOS and Android, aligning with new business strategies.
- Took initiative in leading the transition of the Design, Product and Engineering team to a new tool and framework.
- Played a pivotal role in Doodle's successful rebranding, achieving a cohesive brand and product experience.

[Klima](#) (2020)

Founding Designer

- Was a Founding Designer contributing a product, that neutralized more than 100,000 Tons of CO2 and landed in 74 countries.
- Led Branding from scratch: crafted logo, defined branding/visual guidelines, and designed key screens for the mobile app and website.

- Collaborated with the founders, CMO, and UX researcher on market/user research, strategic planning, and initial MVP for both app and website.

[Catena Media](#) (2018-2020)

Senior Product Designer

- Led redesign of the highest company revenue-generating project.
- Was a part of the CRO and UX Optimization team, enhancing digital product performance through A/B testing and analytics.
- Developed a Design Systems Framework with style guides, code, and reusable elements, reducing production time by 60% and streamlining developer handoffs.
- Standardized operator logo updates, boosting task productivity by 500%.
- Mentored Junior Designers.
- Participated in Brand Sprints for various products: defined the product's tone of voice, target audience, brand values, and more.

[Run It Once](#) (2017)

Lead UI Designer

- Joined in the early stages to create an MVP of a leading poker platform.
- Established visual and UI foundations for Run It Once, a desktop online poker app.
- Worked with UX Lead, Motion Designer, and remote Visual Designers on user-centered design flows.

[Intellectsoft](#) (2015-2016)

UX/UI Designer

- I was a part of the pre-sales process which led to a higher rate of winning projects for the company. My design concepts of mobile apps (iOS, Android) and web platforms won pre-sales for PO & Ferries and PRA Stepflo.
- Conceptualized mobile app (iOS, Android) and web-platform designs for international pre-sales. Collaborated with Engineers, PMs, BAs, and Sales on a daily basis.
- Created new pages for the corporate site and supported the Marketing team in developing brand visuals, including banners and presentations.

[Agente Studio](#) (2013-2015)

UX/UI Designer

- Delivered a range of design artifacts, including prototypes, wireframes, and high-fidelity designs. Developed promotional designs for the external clients and internal project WorkDone (now discontinued).

DGPro Digital Agency (2012-2013)

Digital Designer

- Crafted landing pages and visuals for marketing campaigns for companies like Panasonic and Evalar. Collaborated closely with a team of Creative Writers, Motion Designers, Illustrators, Project Managers, and Engineers.

Mentorship, Volunteering Experience

Mentor at Mentor Move (2022)

Helped to design a mentorship platform, launching the MVP in just 5 days. Within a few months, we had a community of 140 volunteers (myself included), helping Ukrainian, Belarusian, and Russian individuals moving and settling in the EU with CV reviews, career advice, job interview tips, and cultural insights relevant to the European job market.

Education

Bachelor of Arts (B.A.) - Belarusian State University (2007-2012)

Major: Communication design

Skills

Product Thinking, User Research, Market Research, SaaS, B2B, B2C, User Testing, Product Design, User Experience (UX), Design Systems, Branding, UX/UI, Design Thinking, Accessibility, Mobile Design, Web Design, Information Architecture, Figma, Frammer, Notion, Jira, Asana, Wireframing, Prototyping, Stakeholder Management, Communication, Mentoring

Courses, Certifications

- Leadership Training / Unity (Aug 2023, Remote)
- Enneagram: Intensive Transformational Course (Apr -May 2023, Remote)
- [Talk Authentic](#): Effective Communication Course (Sep 2021, Remote)
- How to Increase Mobile Conversions / [Google](#) (May 2018, Dublin)
- [Design Sprint Workshop](#) at New Haircut (Mar 2017, Malta)
- English Intensive Course (Aug - Sep 2015, Malta)
- Actor Courses at [akter.by](#) (Feb - June 2015, Minsk)

Hobbies

When I'm free from projects, you can find me learning German, being in the nature with a camera, diving deeper into psychology topic, writing music, creating Spotify Playlists, or optimizing my planner in Notion. I'm always up for exploring new places and cultures, or getting lost in a great movie.