



# Szymon Kubala

UI / UX Designer with over 6 years of experience

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**LOCATION:** Cracow, Poland **PORTFOLIO:** <https://szymonkubala.com/portfolio/>

## ACHIEVEMENTS

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- **2000+ hours** spent with clients on developing real product and UX challenges
- **50+ deployed** real-world products on time
- **80+ business pitches** delivered with strong executive buy-in
- **Up to 30% development time saved** through design system optimization and component-based thinking

## SUMMARY

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Over 6 years, supporting companies translate their business goals into meaningful digital experiences. I understand how organizations operate, from internal processes to market dynamics and I use that insight to align design with strategy. Whether it's leading design efforts, syncing with dev teams, or clarifying value for the end user, I focus on making design a business tool, not just a visual layer. My work is grounded in collaboration, measurable outcomes, and a deep respect for both user context and product vision.

## WORK EXPERIENCE

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### Product Designer at Adesion

JUNE 2023 - PRESENT

Designing AI-powered tools that automate business processes. Leading UX audits, built design systems, and delivered chatbot-based solutions for B2B clients. Focus on efficiency, scalability, and aligning automation with business goals.

**Skills:** UI/UX, Chatbots, Automation, Audits, Design Systems

### Freelance Product Designer at Kubala Projects

MAY 2022 - PRESENT

Delivered 20+ web and SaaS products for startups and SMEs. Focused on responsive UI, brand positioning, and no-code development. Supporting clients end-to-end – from concept to launch.

**Skills:** UI/UX, Web Design, Branding, No-Code, Client Strategy

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## WORK EXPERIENCE

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### UX Consultant at From Field to Energy

MARCH 2019 - APRIL 2023

Redesigned corporate identity and user experience for a green energy brand. Built mobile-first UI, consulted on smart home UX, and helped align product with market needs.

**Skills:** UX Strategy, Branding, Smart Products, MVP Design

## TOOLS & METHODS I MASTER

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### Industrial skills

User Interface (UI), User Experience (UX), Wireframing, Prototyping, Design Systems, User Research, UI Animations, Accessibility, BPMN, UML, WCAG, Design Thinking, Usability Testing, CRO, Customer Map Journey Mapping, Information Architecture

### Technical skills

Figma, Adobe Creative Suite, Elementor, WordPress, Google Analytics, Wix Studio, Botpress, OpenAI, BPMN, Draw.io, PlantUML, Notion, Miro, Make.com, Slack, Jira, Asana, Hotjar, Material Design 3

### Soft skills

Problem-Solving, Team Management, Critical Thinking, Easy Communication, Openness, Attention to Details, Cross-Functional Collaboration, Customer Communication, Leadership, Feedback Culture, Business Understanding

## LANGUAGES

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**ENGLISH:** Fluent    **POLISH:** Fluent