Natalia Tomala / Product Designer

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EXPERIENCE

Product Designer / CodeYourBrand Aug 2024 – Present • Redesigned the **TwoContinents website & Dashboard** to increase the conversion by 30%, validated through **5+ UX research projects**, tracked metrics including search/click/support data.

- Created and maintained the design system for **TwoContinents** with **50+ reusable components**, including layout, content, and grids, ensuring WCAG accessibility compliance and consistency across customer experience.
- Led end-to-end UX across complex workflows, translated ambiguous business requirements into front-end form flows, wireframes, and specs delivered across engineers, PM, and leadership.
- Drove research strategy that informed product direction, synthesizing qualitative insights and introduced **platform analytics (Clarity, Google Analytics)**, sharing pain-points, and directly **shaping roadmap decisions** to scale the platform.
- Reduced developer error rates by **40%** through weekly UX/UI review sessions.

Product Designer / GOG.com (CDPROJEKT Group) Jan 2023 – July 2024
- Product Designer on R&D team, focusing on design and research strategy for a **0→1 newsletter system** that led to higher CTR, open rates, and revenue (+20% CTR/OR metrics, +10% revenue).
- Conducted usability testing and surveys, translating insights into actionable design improvements and presenting findings to stakeholders and whole team to inform product decisions
- Conducted **10** user interviews to uncover product card pain points to shape the early design direction and long-term vision of the website.
- Partnered with product owners in **workshops** sessions to identify usability gaps, bugs, and validate platform functionality before launching.

SKILLS

Design / Interaction Design · Design Systems · Information Architecture · Accessibility (WCAG) · Visual Design · Responsive Design · Scalability · Prototyping
Research / User Interviews · Usability Testing · Journey Mapping · Affinity Mapping · Data-Driven Synthesis · Metrics Tracking
Process / Cross-Functional · Agile · Stakeholder Communication · Product Strategy
Engineering / HTML · CSS
Tools / Figma · FigJam · Miro · Maze · User Testing · Notion · Jira · Confluence · GenAI (Claude, ChatGPT, Gemini) · Lookback · Posthog · NotebookLM · Visual Code Studio · Webflow

EDUCATION & CERTIFICATES

University of Information Technology (WIT) / BA / 10/2021 - 11/2024, Warsaw
[ation] center / by Michał Witkowski / Product Metrics 2025
[ation] center / by Iga Mościchowska / Product Discovery 2025
Google Analytics / Owwwla / by Aleksandra Görlich / Google Analytics 4 2026