

Natalia Tomala / Product Designer

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EXPERIENCE

Product Designer / CodeYourBrand Aug 2024 – April 2026

- 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 / **Scrum (2-weekly sprints, demo, retro)** · **Lean UX** · **Agile**

Communication / Product Strategy · Cross-functional collaboration

Engineering / **In progress** / HTML · CSS · TypeScript (podstawy) · Next.js (podstawy)

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

I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).