

Kate Sniegocka

Product Designer (UX/UI)

[Portfolio link](#)

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Personal Bio

I'm a Digital Product Designer with around 15 years of commercial experience in software development, UX, UI, and graphic and brand design. During my career, I have had the chance to collaborate with various teams and stakeholders, from start-ups and medium-sized companies to corporate FTSE 100 global businesses. User-centered design remains the focus of my everyday practice. Creating with the end-user in mind motivates me to be more innovative and to allow to make a positive impact in their life.

Skills

Hard Skills: Product strategy, User research, User experience design, Contextual inquiry, Competitive analysis, Affinity mapping, Information architecture, Ideation, Prototyping, Testing, Wireframing, Iterating, Visual design, Graphic design, Art direction, Layout design, Typography, Data visualization, Brand development and strategy, Web and mobile applications design.

Methodologies: Design thinking, Brainstorming, Design workshops, Double diamond, Agile.

Soft Skills: Empathy, Teamwork, Problem solving, Communication, Presentation, Planning, Creative strategy, Storytelling, Project management, Product management, Self-starter.

Software Skills: Figma, Miro, Marvel, Adobe Creative Suite, Microsoft Office, HTML, CSS.

Experience

Product Designer (UX/UI), Twilio Inc. Permanent, January 2022 – March 2025.

Responsible for administrator experience of the Flex Communications SaaS, B2B Platform. I took ownership of the administrator space to create solutions for the engagement center, offering a real-time data layer and AI capabilities that tailor every sale and service interaction.

Collaborating with multidisciplinary teams to discover, define and design the experience to help businesses around the World to build meaningful relationships with their customers. My role was to be always the voice of the user. From the initial research and getting to know our customers to finish design solutions and engineering support throughout the building process.

Product Designer (UX/UI), Acre, Permanent, August 2021– November 2021.

Designing user experiences for B2B (a range of personas within financial advice firms) and B2C (homebuyers) to solve a diverse set of problems and pain points for various customers using Acre's SaaS platform. Taking ownership of the end-to-end design solutions, leading the development of the design system and end-customer mobile platform, while balancing business needs with the needs of the user and basing decisions on data-driven insights.

UX/UI Designer, Loan.co.uk & On The Money Technology Ltd. (Perm), Remote, September 2020 – August 2021.

SaaS platforms development; complex, data-driven applications for B2B and B2C users within financial sector. Collaborating with a multi-disciplinary team, developing quick MVPs to pixel-perfect designs to aid fast deployment to the market. That included SaaS (Software as a Service) products, PWA (Progressive Web Apps) for desktop and mobile platforms and digital assets for both, On The Money Technology and Loan.co.uk businesses. Taking lead in creating design systems, provide constructive feedback, presenting creative ideas, and promoting user-focused approach to problem-solving and practices across the business.

Some of the projects included:

Signature SaaS product – brokers management SaaS platform
On The Money consumer app – PWA mobile app design

onthemoney.co.uk – B2C website design
loan.co.uk – B2C website design.

UX Designer, Numberfit (Contract), London & Remote, July - September 2020.

The project for this social enterprise in the education sector, aimed at creating a new, responsive eCommerce website. I joined the team consisting of a UI designer, developers, content writers and marketing & comms specialists. My role as a UX designer was to create an intuitive user experience, which is equally important to the aesthetic and consult on UI design aspects of the project.

User Experience Designer, Top Doggy Ltd. (Contract), London & Remote, April - July 2020.

As part of a UX/UI team, I worked on a complete redesign of the client's website and contributed to the improvement of the online experience for the existing users and helped to increase the website traffic to share brand awareness with potential new customers. I was responsible for conducting competitive analysis, user research and testing, improving information architecture and interaction flow, UI design and implementation of new branding for the client's website.

Product Designer, Evolve (Contract), London & Remote, March - April 2020.

Redesign of their Wellbeing Compass - SaaS product and leading landing pages, which measures an individual's wellbeing at over 50 schools across the UK. It uses form service and complex dashboards to process and display data effectively and create custom action plans. The project included landing pages design, a new onboarding process and a form service redesign to increase motivation and reward pupils for their participation. As a result, I was able to make a difference to the end-users by making the whole experience much more intuitive and enjoyable. Enhanced data quality also led to better action plans and life improvements for the students.

UX Designer, General Assembly, London, January - March 2020.

During the ten-week Immersive UX design course, I was able to apply UX design best practice covering the entire double diamond process and delivering high fidelity products. I gained experience in working in product development teams on-site and fully remotely, following Lean and Agile Methodologies to achieve the best results. **Completed projects:**

Icelandair – native mobile app redesign, UX/UI. Making in-flight services available through the app.

Artayo art shop – e-commerce responsive website design, UX/UI.

East-West Organization Charity – website design, UI/Branding.

Designer, QinetiQ Group, Farnborough, July 2017 - February 2020.

Brand guardian for the corporate business and global stakeholders. Developing new visual styles for corporate communications, websites and digital channels, marketing campaigns and international trade shows as well as art directing and managing external suppliers to a specific budget. My main achievements included the development and implementation of the new brand and brand architecture for the Group through working closely with the Head of Brand and Digital. I was successfully conducting stakeholders' workshops as part of the brand development process and being involved in a year-long sponsorship project for the Science Museum in London.

Design and Marketing Executive, Net Zero Buildings, London, January - July 2017.

I joined the innovative construction business to lead its rebranding project to best reflect the company's new strategy. While collaborating with various teams, stakeholders and investors, I gained experience in brand guidelines development and coherent brand implementation through different touchpoints. By directly supporting the marketing team, I developed a visual style for the company, including website, digital communication channels and branding for digital media campaigns.

Graphic Designer, Pilgrims Group, Woking, May 2015 - January 2017.

As part of the Business Development Team, I used my creative skills to promote the company brand. I gained experience in taking projects from zero to final completion and leading a small team of designers to meet the project deadlines. Being part of the team taught me a lot about the business strategic goals and allowed me to make an impact on winning new contracts to increase its revenues. I also gained experience in conducting competitive analysis and tailoring my designs specifically to the business needs and different audiences.

Education

General Assembly, User Experience Immersive Course, London, January - March 2020.

University of the Arts London, MA Graphic Branding and Identity Design, London, 2013 - 2014.

Kingston University London, BA (Hons) Graphic Design and Photography, London, 2008 - 2011.

Certification

Google AI Essentials, Coursera, March 2025

Agile & Scrum, Scrum Adventures, Inc. October 2020

Become a User Experience Designer, LinkedIn Learning Path, February 2019

HTML Certificate, SoloLearn, November 2019

CSS Certificate, Media Training London, November 2017

Volunteering

Translators without Borders (TWB) - non-profit organization for crisis relief, health and education, 2020 – Present.

Coursera – translating to help millions of learners understand courses taught outside their native language, 2018 – 2023.

Awards

Transform Awards Europe 2018 - Highly commended in the Process category for

"Best implementation of a brand development project" for QinetiQ and SuperUnion.

Thank you for your time.