

# ANNA LISOWSKA-ŁAKUS

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## ABOUT ME

### UX/UI Designer

In my design practice, I prioritize usability, viewing aesthetics as its natural outcome. Using empathy and an analytical mindset, I efficiently identify user pain points and implement effective solutions.

My background in running a business and working in corporate environments has equipped me with high adaptability to various work dynamics. I am an open-minded team player, who enjoys supporting colleagues and boosting group energy.

Designing brings me immense satisfaction. The fast-paced nature of the IT industry allows for continuous growth, while creating meaningful tools gives me a sense of fulfillment.

## SKILLS

### Tools

Figma (Expert) | FigJam | WordPress | AI-driven workflows

### UX

UX Audits | Information Architecture (IA) | User Flows Usability Testing  
Business Process Mapping | [Prototyping](#)

### Technical

Accessibility (WCAG) | Responsive Web Design (RWD)  
Pixel-Perfect UI Design | Basics of HTML and CSS  
Dev-Handoff (Auto Layout, Design System, Components, Variants)

## EXPERIENCE

### UX/UI Designer

#### (project based) 2022 – present

Designing websites, web portals, mobile apps, and dashboards with a focus on usability and visual consistency grounded in Nielsen's Heuristics.

Utilizing advanced Design Systems, creating UI libraries, and building components with variants and properties.

Developing high-fidelity interactive prototypes in Figma.

Conducting UX research, audits, competitive analysis, and both automated and manual usability testing.

Executing WordPress projects (design, structure, content).

Leveraging AI tools and plugins to increase workflow efficiency and eliminate errors.

### Process Specialist

#### Vialto (remote) 2022 - 2023

Worked in an international environment (English-speaking).

Developed clear documentation for complex processes.

Managed long-term projects and collaborated with cross-functional teams.

Presented data-driven results and conclusions to stakeholders.

Delivered high-accuracy tasks under tight deadlines.

### Entrepreneur

#### imbirmalina cafe (owner) 2018 - 2022

Managed full business operations, including customer service, planning, and team management.

Handled accounting, legal documentation, and relations with institutions (Tax Office, Social Insurance).

Supervised the construction and technical handover of the gastronomic facility.

Managed the full operational cycle with a focus on ROI (Return on Investment).

Solved complex problems and made critical decisions under pressure.

## KEY PROJECTS

### Mainsail Real Estate

#### Redesign Website

Result: Created a cohesive visual system and functional prototype, that reduces property search time and increases lead generation through clear Call to Action (CTA) placement.

### Book The Table

#### Mobile App

Result: Conducted full-cycle UX research, including personas, user flows, and customer journey maps, resulting in a comprehensive platform design with complex information architecture.

### Work & Travel

#### Service Design

Result: Developed a clickable prototype and full design documentation ready for stakeholder presentation and developer handoff.

## EDUCATION

### UX/UI Designer Certificate

GoIT, 2023 – 2024

### English Upskill

Lingua City, 2022

### Film & TV Production

University of Silesia, 2022

### Accounting Basics

Association of Accountants in Poland, 2016

## LANGUAGES

**Polish** C2 (Native)

**English** C1 (Professional proficiency)