

# Martyna Michalina Malek

## Web/UX Designer

073 9434 0271 | martyna.michalina.malek@gmail.com | Manchester, UK | Portfolio

### SKILLS & EXPERTISE

#### Design Tools

Figma, Adobe Photoshop, Illustrator, After Effects, XD

#### Technical Skills

UX/UI Design, User Research, Wireframing, Prototyping, HTML/CSS

#### Email Marketing

Campaign Design, Templates, A/B Testing

#### Video Editing

Marketing Videos, Social Content

#### Soft Skills

Problem Solving, Analytical Mindset, Adaptability, Project Management

### EDUCATION

#### Character Art School

Drawing Course (Online)

Present

#### UX/UI Designer Course

Professional Certification

01/2023 - 04/2023

#### Korean Language & Culture

University of Warsaw

2014 - 2015

### PERSONAL STRENGTHS

- Adaptable & Organized
- Collaborative Team Player
- Self-Starter
- Multilingual Communication
- Problem Solver
- Quick Learner

### LANGUAGES

English: Fluent

Polish: Native

### PROFILE

A dynamic UX/UI designer, dedicated to crafting innovative and user-centric design solutions.

### WORK EXPERIENCE

#### Web Designer

Get The Label/Lovellsport | 09/2023 - Present

*Tech: Figma, Adobe CC, HTML/CSS, Email Marketing*

- Designed and optimized responsive websites and email campaigns, measurably improving UX and customer engagement
- Produced cross-platform digital assets, including social media graphics, banners, and promotional visuals
- Edited and created marketing videos to support campaigns and drive brand awareness
- Collaborated with marketing, content, and development teams to ensure consistent branding
- Implemented UX/UI improvements based on analytics and user feedback for better usability
- Contributed to creative strategy, organizing digital assets and generating campaign ideas
- Maintained brand consistency across multiple digital platforms and channels
- Optimized visuals for multiple devices and screen sizes to enhance accessibility
- Supported A/B testing and data-driven design decisions to improve campaign performance
- Assisted in planning and executing marketing initiatives, contributing creative solutions

#### Front Office Manager

Novotel & Ibis Manchester Centre | 10/2021 - 01/2023

*Focus: CRM Systems, Social Media, Microsoft Office 365*

#### Team Lead

Novotel & Ibis Manchester Centre | 07/2021 - 10/2021

*Focus: Training Development, Operations Management*

#### Shift Supervisor

Ibis Budget Salford Quays | 11/2018 - 06/2021

*Focus: Guest Relations, Operations*

### LET'S WORK TOGETHER

I'm open to full-time roles across the UK, as well as remote-friendly creative teams.