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## About me

I'm Gabriela, a designer from Poland currently based in Amsterdam. I specialize with SaaS products that need scalable UX/UI solutions, developing a brand identity and graphic design related projects. I leverage my natural empathy paired with raising AI area to combine best of both worlds.

## Skills

Project Management  
& Ownership

Communication  
& Team player

Stakeholder Management

Strategic Thinking

Adaptability

Resilience

## Languages

Polish (native)

English (professional)

# Gabriela Kusnierz

Digital Designer

## Experience



### UX/UI Designer – Feel Group

January 2024 – now

- Taking ownership of the project processes
- Translating stakeholder requirements into actionable tasks
- Designing intuitive interfaces that are consistent across platforms and align with the brand
- Conducting user research and data analysis to take design decisions
- Working with cross-functional teams to align design with business objectives.



### Freelance Designer – About Collab

February 2024 – August 2024

- Developed brand identity including a brand bible, business cards, presentation slide deck, and a scalable website for About Collab
- Refreshed and aligned the digital experience for Studio About
- In collaboration created a cohesive brand strategy, designed a new brand bible, presentation slide deck, and a website for GrwNxT
- In collaboration designed a range of marketing assets, driving brand visibility and engagement for Green Marine



### UX/UI Designer – Funxtion

November 2021 – July 2023

- Crafted a comprehensive and accessible design system
- Lead design projects end-to-end
- Conducted user research and analyzed the market to identify unmet needs
- Translated the needs into information architecture, scopes of work & estimates to prioritize product roadmap
- Optimized the design process by introducing design-process guidelines for hand-off and files organization

## Education & Achievements

### Design for Thought and Emotion – IxDF

June 2025

### Digital Product Design: UX Research & UI Design – Udemy

October 2023

### Foundations of User Experience Design – Coursera

July 2021

### Graphic Designer Study with a Diploma – UPOP Amsterdam

April 2019 – September 2020