

PAULINA PRUSZKOWSKA

UX Design & Product Strategy

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● EXPERIENCE

Verizon Value Brands | UX Designer 3 (Senior) | May 2024–Present

- Led end-to-end UX design for high-impact billing and account management products across multiple wireless brands.
- Introduced and designed the Wallet system, transforming how customers view and fund their accounts—improving clarity, reducing churn, and supporting Verizon’s monetization strategy.
- Partnered with Engineering, Product, Accessibility, Research, Legal, and Privacy teams to ensure compliant, inclusive, and scalable solutions.
- Collaborated with data science and analytics partners to bring insights into product decision-making, leveraging metrics and customer behavior to inform design.
- Proposed and implemented systematic updates to the design system, ensuring consistency across flows and brands.
- Delivered dev-ready solutions and collaborated with offshore development teams, offering HTML/CSS prototypes and visual QA support to accelerate delivery.
- Facilitated stakeholder conversations, aligning user needs with business models and presenting design rationale to cross-functional leaders.

Multiple Brands | Design Consultant | Freelance | 2019 – 2024

- Led cross-industry UX projects for e-commerce, marketing, and enterprise clients, translating ambiguous business needs into actionable design strategies.
- Designed and shipped scalable B2B platforms and customer-facing experiences, ensuring accessibility, responsiveness, and alignment with client goals.
- Collaborated closely with offshore developers, providing front-end-ready prototypes and specs, ensuring fidelity and efficient delivery.
- Conducted usability testing and iterative design cycles, integrating qualitative feedback and data-driven insights.

Fanatics | Multimedia & Web Designer | 2014–2019

- Designed e-commerce and marketing experiences, including responsive web pages, emails, and campaign assets.
- Contributed to segmented audience campaigns, tailoring designs and assets for different fan groups, leagues, and markets.
- Designed the cart and checkout experience, creating a highly convertible purchase flow that improved transactions.customer transactions.



● ABOUT

I’m a **Product & UX Designer** focused on enterprise-scale systems and workflows. I thrive in ambiguous environments, connecting user needs, business goals, and technical constraints into intuitive, scalable solutions. With experience spanning content workflows, billing systems, personalization, and high-conversion e-commerce, I design products that fuel creativity, streamline decision-making, and feel effortless at scale.

● EDUCATION

Graphic Design

Florida Keys Community College | 2007

Masters of Arts

University of Warsaw | 2004

● SKILLS

User-Centric Design · Conversational User Research · Content Strategy & Design · Wireframing · Prototyping · Information Architecture · Interaction Design · Visual & Graphic Design · Motion Design · Usability Testing · Accessibility Design · Communication Design · Front-End Development (HTML, CSS, JavaScript) · Data Analysis · Agile Methodology · Retention Design · Problem-Solving · Collaboration

● TOOLS

Figma (Autolayout, Variables, Dev Mode, Responsive Prototypes) · Adobe Creative Cloud · Jira · Asana · Accessibility Tools (WAVE) · Google Analytics · Litmus · AI Content Assistants (ChatGPT, Gemini)