



Marta Baranowski

Sr. Product Designer | m.baranowskyii@gmail.com

Selected Expertise: Product Strategy, Growth & Monetization, Product Analytics, Design Systems, User Research, Cross-functional Leadership

Tools: Figma, Mixpanel, Maze, Storybook, Asana, Notion

Analytics: Baremetrics, Mixpanel, Stripe, Google Analytics

AI: Figma MCP, Claude Code

Education: Bachelor in Old Master Print, Bachelor of Fine Arts in Interaction Design

Languages: English, Ukrainian, Russian

Experience

Sr Product Designer / Product Owner

Production AI Payroll Automation Pilot (B2B, Product, PaaS)

Made a compliance-ready product demo for indie and enterprise productions

Networking platform for film industry in UK (B2C, Product, PaaS) Web & Mobile App

Dec 2023 - Jun 2026

- Led end-to-end product design and growth strategy for a B2C subscription platform across web and mobile, contributing to **4,200%+ growth in verified members**.
- Helped strengthen monetization by scaling paying users from a near-zero baseline to a meaningful paid subscriber base, with paid users representing **48%+ of the measured Mixpanel cohort**.
- Supported **3,800x subscription revenue growth** from a near-zero baseline.
- Collaborated cross-functionally with the CEO, Product Owner, Marketing, and Engineering to translate product strategy into shipped features, implementation requirements, handoff, and design QA.

UX / Product Designer

Automated Liquidity Investment Platform (DeFi Product)

May 2023 - Dec 2023

Responsible for the web platform's product solutions and end-to-end user experience. The platform was focused on DeFi automating pooled liquidity investing which simplifies investment, potentially freeing users from repetitive tasks and enabling them to earn higher returns.

- Designed end-to-end UX and product solutions for a DeFi platform focused on automated pooled liquidity investing.
- Created and maintained design system components and reusable layouts in collaboration with engineering.
- Built user flows, prototypes, and high-fidelity mockups for investment-related workflows.
- Analyzed product metrics and user behavior to identify UX issues and propose improvements.
- Conducted design QA to ensure implemented features matched design specifications and product requirements.
- Improved DesignOps processes, including documentation, handoff, and design system consistency.
- Presented design decisions, prototypes, and UX rationale to cross-functional teams.

Middle UX/UI Designer

[Ankr](#) **Web3 Infrastructure API** Dubai, UAE

Mar 2022 - May 2023

Worked closely with the Lead Designer to design and deliver high-quality UX/UI for the Web3 platform, ensuring they met user needs and aligned with technical requirements.

Worked on external outsource projects with the Product Manager.

- Conducted user research and usability testing to inform design decisions and ensure the platform met user needs and expectations.
- Collaborated with cross-functional teams, including product managers, developers, and other stakeholders, to develop and refine product visions and goals.
- Created wireframes, prototypes, and high-fidelity designs that reflected the product vision and were feasible within technical requirements.
- Helped maintain design systems and guidelines to ensure consistency and scalability across the platform.

- Assisted with creating user flows, information architecture, and UI patterns to enhance the user experience.
- Contributed to developing design mockups, design specifications, and other design-related documentation.
- Assisted with the design of marketing and promotional materials, such as landing pages and email campaigns.
- Presented design concepts and solutions to internal and external stakeholders, including executives, clients, and partners.
- Stayed up-to-date with industry trends and emerging technologies to inform design decisions and ensure the platform remained innovative and competitive.

Core Skills: Product Design, UX Strategy, Product Discovery, Growth Design, Monetization, Activation, Retention, Conversion Optimization, Product Analytics, Funnel Analysis, User Research, Usability Testing, Design Systems, Prototyping, Wireframing, Information Architecture, Design QA, Cross-functional Collaboration.