

Hi, I'm Ania Borowska.

I love creating inclusive products that make a positive difference in society.

EXPERIENCE

Product Designer @ Breakroom

Feb 2022 – Present, London (UK)

- Carried out a full user experience audit and optimised end-to-end user journeys to significantly reduce user acquisition costs
- Worked closely with engineers and decision-makers and embraced culture of continuous learning and iteration
- Investigated problems using data to identify weak conversion points, which led to 15% increase in the sign up funnel
- Worked alongside our product manager to inform decisions about what the product team's next priorities should be
- Improved user retention and decreased bounce rate up to 20% on key pages on the site
- Organised & directed user research by recruiting our own users, reducing research costs by 80%

Maternity Leave

Sep 2021 – Feb 2022

UX Designer @ Experience Haus

May 2021 – Sep 2021, London (UK)

- Led the creation of a pilot accelerator program for early-stage startups
- Conducted extensive competitive, quant & qual research and market analysis
- Worked with product manager, mentors, and advisors to provide valuable insights and guidance to startups
- Collaborated with the marketing team to create compelling branding and messaging

UX/UI Designer @ United Nations Population Fund (UNFPA)

Oct 2020 - Mar 2021, remote

- Led design of an app to assist healthcare professionals in obstetric emergencies in remote areas
- Designed an intuitive and easy to use app while incorporating complex medical information
- Tested and refined prototypes through user testing sessions with medical professionals
- The app was Awarded the Best Health App at the Hackaton Nacional Salud 2020

UX/UI Designer @ University of Chicago

Jun 2020 - Nov 2020, remote

- Collaborated with an engineer on a web app for Automated Immune Molecule Separator
- Identified and addressed inconsistencies, mapped user journey, improved critical functionalities which resulted in successful doubled download rate of the app
- Prioritised workload based on MVP deadline
- Conducted user testing and feedback sessions to ensure app was efficient and easy to use

Product Designer @ Good Boost

Jan 2020 - Apr 2020, London (UK)

- Redesigned an extensive questionnaire on an Android tablet app for aquatic rehabilitation for elderly patients
- Conducted comprehensive end-to-end research, including surveys, user interviews, and usability studies
- Synthesised data and research to boost the medical trustworthiness of the app
- Improved the accessibility of the app and addressed it to the less tech savvy users
- Significantly improved the accuracy and completeness of patient data

Senior Print Designer @ Fromental

Apr 2015 - Apr 2020, London (UK)

- Successfully led design securing various large contract projects (e.g. worth over £600k) demonstrating my ability to deliver exceptional results and exceed expectations
- Designed products with a deep understanding of technical constraints and feasibility
- Generating ideas and solutions for products while optimising available resources
- Giving feedback, mentoring and training junior staff, helped them grow and develop their skills

EDUCATION

Product Psychology @ Growth.Design

Sep 2022 - Mar 2023, remote

Masterclass on how to apply psychology to build better products.

Product Design (UX/UI) @ Experience Haus

Jan - Apr 2020, London (UK)

A comprehensive course covering all aspects of product strategy, user experience and user interface design.

BA + MA Textile and Fashion Design @ Wladyslaw Strzeminski Academy of Fine Arts

2005 - 2010, Lodz (PL)

TECH SKILLS

Figma
Userbrain
Maze
Lookback
Amplitude
Google Analytics
Hotjar
Typeform
Survey Monkey
Prolific
Adobe
Webflow
HTML
CSS

SKILLS AND QUALIFICATIONS

Cross-team problem solving
Decision making
Systems thinking
Data driven design
Iterative wireframing
Usability testing
Unmoderated testing
User research
Competitor analysis
User journey mapping