



# Joanna Rybak

UI/UX Designer · Product Designer

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## I am...

With over 7 years of experience in design and 4 years specializing in UX/UI, I help create products that are both functional and aesthetically pleasing. I enjoy finding ways to simplify work through automation and no-code tools, while maintaining high-quality standards. My skills allow me to navigate complex project challenges with ease, where creativity and effective teamwork lead to tangible results.

✦ See my portfolio: [www.joannarybak.com](http://www.joannarybak.com)

## Experience

### Informel Self-employed

Jul 2016 - present

Figma Material UI Adobe Relume Webflow Framer

I've had the opportunity to work with a range of brands, particularly in crypto start-ups like TiltUp, CG Capital, Releaf, EAAS.global, CryptoPR, and LuckyBlock, helping them build their digital presence. In FMCG, I've collaborated with Kompania Piwowarska (Pilsner Urquell, Książęce, Kozel 2017-2020), Peroni Brewery (2022), and supported Kinderkraft and Baby Tiger in e-commerce growth.

Additionally, I run a personal Shopify store to deepen my understanding of e-commerce, exploring beyond design into all aspects of online business management.

Main areas: Branding · Rebranding · Digital · Web · UI · UX · Audits · Prototyping · Animations · Illustration · No-code · Conducting meetings with clients.

### Design Allies & 25 Wat Product designer

Nov 2022 - Apr 2024

Figma Material UI Adobe Miro Jira Confluence Scrum Agile Slack Shopify

• I worked with the team as a UI/UX designer for heavy equipment rental system for the biggest company in the industry in USA. We used the Atomic Design methodology to build more complex components. Due to project complexity, the design system consists of over 2000 elements (NDA).

• Streamlined the UX/UI audit process, significantly improving the team's efficiency and reducing audit time by 30%, enabling faster identification of design gaps and smoother project workflow.

• Created 20+ custom illustrations for the rebranding of a software house [see here] and delivered 10 illustrations and 30 icons for a Finnish brand's booking provider, contributing to a more engaging and consistent visual identity across both brands.

• Co-led a Discovery Workshop and conducted a full UX/UI audit, then revamped a Shopify-based online store for a medical supplement company across 9 European markets, resulting in a 30% increase in user engagement and a 15% boost in online sales.

• Designed and implemented in Webflow a website for a film studio, which works flawlessly across all devices in line with RWD principles, enhancing their online presence and client interactions.

• Working on mid to big size scrum teams - collaborating with designers, developers, project managers, and directly with the client.

### ccFound Head of design / UI designer

Apr 2021 - Sep 2022

Figma Material UI Adobe Loom Webflow HotJar

• I have designed branding, the brand's look and feel, illustrated NFT, and supervised design projects. Setting up graphic design team and ensuring deadlines are met.

• Analyse customer needs and translate them into user flows, wireframes, hi-fi/lo-fi mock-ups and prototypes that lead to intuitive user experiences.

• I oversaw all stages of design, from concept to final handoff to developers, while also collaborating on marketing campaign strategies and ensuring smooth cooperation between stakeholders and developers. After improving the landing pages, the number of sign-ups increased by 25%.

• Co-working with the entire marketing team in the ICO rounds campaign with the last \$1 million round successfully completed.

## Education

Webflow Expert  
August 2024

Interaction & Digital Designer  
Nov 2023

UX/UI course  
Jan 2022 - Jun 2022

No-code course  
15 Jun - 27 Jul 2021

5th ed. Art of Design  
Sep 2019 - Nov 2019

Design Thinking moderator  
26 - 30 Oct 2015

Design

WSUS I Poznań

2011 - 2014

Sociology

Adam Mickiewicz University I Poznań

2010 - 2014

## Last Project



UX Audit template

<https://figma.com>

## I'm most proud of...

- Brand, styleguides and design systems
- A/B Testing, user tests
- UX Research
- UI/UX Design
- Prototyping & Motion
- Audits
- A keen eye for detail and design with accessibility in mind
- T-Shaped - Knowledge from many fields, but deep UI specialisation
- Implementation of projects using no-code tools such as Webflow, Framer, Shopify, and others

## I'm proficient in...

- Figma
- Adobe (Photoshop, Illustrator, After Effects et al.)
- Webflow & Relume (Knowledge of HTML/CSS/JS)
- Automatization design workflow
- Miro & Slack

## I speak

Polish - Native  
English - Professional working - B2  
German - Elementary - A2

## Tools

Webflow  
No & Low-Code

Figma  
Design

Relume  
Figma & Webflow library

Principle  
User Interface animation

Adobe  
Video, design & web design softwares

Shopify  
E-commerce

HotJar  
User Experience Analysis

Miro  
Digital collaboration platform