

Bożena
Zwycewicz

Senior Brand &
Visual Designer
Warsaw, Poland & Worldwide

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EXPERIENCE

44Pixels September 2025 - Present

Visual Designer at AI-driven mobile app studio

I shape the visual identity and user-facing experience of our products from concept to launch. Working in the product team, I ensure our apps are not only functional and intelligent, but also visually compelling and selling:

- Own brand systems across 5 AI apps, defining visual direction and ensuring consistency across product and marketing for: **Deep** (sleep sounds), **Cue** (AI meeting notes), **Clara** (AI calling assistant), **Vivi** (video editor), and **Pixi Chatbot** (AI model exploration app).
- Design high-performing App Store & Google Play creatives, collaborating with marketing to test messaging, visuals, and seasonal campaigns to improve visibility and conversion.
- Create and optimize landing pages aligned with acquisition funnels.
- Design paywalls and onboarding flows with focus on engagement and monetization.
- Produce motion and interactive assets (Rive, Jitter, Spline) to enhance product and marketing experiences.
- Conduct user interviews and translated insights into PRD
- Integrated AI tools (**Figma Make, Claude Code, Midjourney**) into design workflows, significantly accelerating iteration and production speed.
- Prototyped and shipped an internal **AI-powered brand-kit tool**, improving design consistency, collaboration within team and reducing production time.

Ministry Design Agency June 2023 - Present

Senior Graphic Designer

- Lead visual identity and branding projects for clients, ensuring alignment with business objectives and user experience principles.
- Develop comprehensive brand assets, including brand guidelines, design systems, motion graphics, and custom illustrations.
- Collaborate closely with web-design team to create visually compelling and conversion-driven designs.

Prowly PR Software (A Semrush Company) April 2022- December 2024

Senior Graphic Designer

As the first graphic designer at company, I was responsible for managing all design processes in marketing. This was also close collaborative work with sales, HR, product and CER teams and Semrush designers:

- Established and scaled the company’s visual identity across marketing, sales, HR, and product touchpoints. It included external + internal assets, merchandise, conference booths, online presence etc.
- Designed and executed high-impact brand campaigns, including landing pages, email marketing, social media content, and promotional assets, managing work with external agencies and keeping track of its quality.
- Led the creative direction for paid campaigns and product launches, increasing user engagement and strengthening Prowly’s market presence;

You can check more on my previous experiences on [LinkedIn](#).)

SKILLS

Design	Design Tools	PM Tools	Languages
Brand Identity	Figma	Jira	fluent English
Illustration	Adobe Suit	Confluence	fluent Polish
User Interviews	Claude Code	Trello	Russian native
Motion Design	Midjourney	Clickup	
Design Handoff	Jitter	Notion	
	Canva	Hubspot	
	Weave	Agile (Scrum/Kanban)	

EDUCATION
& SERTIFICATES

2025 Brand Designer course at Design Practice Academy
2023 Tool-knowledge Figma course of Figmaster
2016 - 2022 Graphic design and Printmaking major at Academy of Fine Arts in Wroclaw, Master’s degree
2020 Online course on preparation for print and printing technologies at eM Proove [emprooveto.pro](#)
2016 One-year preparation course at Minsk Academy of Arts on graphic design and printmaking