



Peter Krupa

UX / UI / Process Designer | No-code & vibe coding explorer

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 **PORTFOLIO**
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ABOUT ME

Hey, I'm Peter — a UX/UI/Process Designer with a unique background in communication, marketing, business analyst and product development. My journey started in PR and agency work, evolved through leading digital campaigns, and eventually led me to product strategy and design. After years of managing projects, I dove deep into UX/UI, no-code development, and frontend tech to build products end-to-end. Today, I combine creative thinking with hands-on skills to design, prototype, and launch functional, user-focused digital products.

SKILLS

- | | | |
|-----------------|---|---------------------|
| ✓ Figma | ✓ Bubble / FlutterFlow | ✓ English (C1) |
| ✓ Photoshop | ✓ Webflow | ✓ Problem solving |
| ✓ After Effects | ✓ SQL | ✓ Agile |
| ✓ Adobe XD | ✓ UML / BPMN | ✓ Presenting skills |
| ✓ Illustrator | ✓ HTML & CSS | ✓ Research methods |
| ✓ Premiere Pro | ✓ Java Script & React
(learning in progress) | ✓ Analysis methods |

WORK EXPERIENCE

UX/UI DESIGNER
Avenga Sp. z o.o.
12.2020 - currently

- member of the Pharma Team;
- creating internal applications for one of the largest pharmaceutical companies in the world;
- owning the entire UX/UI phase of the project;
- Iterate designs from initial sketches and wireframes, through prototypes up to hi-fidelity mockups;
- conducting usability tests with users;
- working closely with a Business Analyst and Product Owner;
- collaborate with Design Team, Developers and other team members to design, launch and iterate on digital products;
- work in an agile environment where critical thinking and initiative are valued;
- creating video animations and various graphic materials;

WORK EXPERIENCE

PR SPECIALIST

Brandscope Sp. z o.o.
09.2017 - 11.2020

- ongoing client service: Masterlease Group, Allcon Investment, Compensa;
- content marketing projects management based on analytical tools;
- web design consulting;
- **consulting in the area of business development;**
- **client support in the development of a digital platform for used cars sale and rental;**
- **standard agency activities: market and competitor analysis, client needs and satisfaction research,**
- communicating with the media, content marketing, social media communication;

PR & MARKETING MANAGER

VGL Group Sp. z o.o.
02.2016 - 06.2017

- managing company's communication;
- contact with news, economic, regional, and TSL media;
- content marketing activities (ex. Creating expert TSL articles);
- supporting the HR department in internal communication;
- **client needs and satisfaction analysis;**
- social media communication
- internal and external events organization;
- **website and online marketing management;**
- activities in the area of CSR;
- **sales department direct support;**
- cooperation with the external entities: - SEO agency, advertising and gadget agencies, graphic designers and others;

COMMUNICATION COORDINATOR

Scandinavian Express
08.2014 - 02.2016

- company's PR and CSR strategy development and implementation;
- communication with news, economic, regional, and industry media (TSL);
- extensive content marketing activities (creating, among others, expert articles on the TSL industry);
- **client satisfaction and needs research;**
- internal communication management;
- employer branding activities;
- communication in the area of social media;
- internal and external events organization;
- **website and online marketing management;**
- BTL activities management;
- CSR activities;
- **sales department direct support;**
- cooperation with the external entities - SEO agency, advertising and gadget agencies, graphic designers;

WORK EXPERIENCE

PR COORDINATOR

GetResponse Sp. z o.o.
09.2009 - 07.2014

- planning and implementation communication strategy of GetResponse.pl
- public relations activities of ClickMeeting
- **client needs and satisfaction research;**
- **planning development of the company's SaaS products;**
- managing communication with the media and opinion leaders;
- social media communication - in particular, product blogs;
- activities in the area of "content marketing";
- trade fairs and industry conferences coordination;
- **sales activities support;**
- publicist of marketing and e-commerce websites and magazines;

PR SPECIALIST

Various PR agencies
09.2007 - 09.2009

- ongoing client service;
- acquiring new clients;
- public relations consulting;
- agency blog management;
- client virtual press office management;
- press conferences organization;
- assistance in events organization

EDUCATION

University of Warsaw

Journalism and social communication
Master's degree
2007 - 2009

Warsaw High School of Journalism

Journalism and social communication
Bachelor's degree
2004 - 2007

CERTIFICATES

Adobe After Effects Module II Certificate

IT Media
2021

UX Designer Certificate

Infoshare Academy
2020

AgilePM® Foundation Certificate

2020

PUBLISHED BOOKS

Dylematy taty.
Subiektywny poradnik
rodzica
Wiedza Powszechna, 2016 r.

E-mail marketing. 10
wykładów o skutecznej
promocji w sieci
Onepress, 2012 r.

E-mail marketing w
sklepie internetowym
eKomerceyjnie, 2012 r.
(ebook)

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Piotr Krupa