

Szymon Szczerba

SENIOR PRODUCT & UX/UI DESIGNER

Senior Product and UX/UI Designer with 10+ years of experience. I turn complex user and business needs into clear products, leading work from discovery through prototyping, UI design and validation. I use AI-assisted tools to explore solutions faster.

I connect the dots between people, business, technology and AI.



Wrocław, Poland

+48 697 589 909

szymon.szczerba@yahoo.pl

[Portfolio](#) / [LinkedIn](#)

01 / EXPERIENCE

04.2022 – Present

Sii Polska

[UX/UI Designer](#)

Designing internal products, complex workflows, dashboards and marketing websites from discovery to high-fidelity UI. Facilitating workshops, prototyping solutions and writing business cases in collaboration with stakeholders and development teams.

01.2021 – 04.2022

B.POL

[UX Team Leader](#)

Built and led a three-person UX team and established the design process for B2B products. Mentored designers, prepared estimates, ensured quality and took responsibility for delivery from discovery to handoff.

09.2018 – 01.2021

Independent / Freelance

[UX/UI Designer](#)

Led end-to-end website and mobile projects: research, user flows, wireframes, UI, prototypes and testing. Worked directly with clients and developers, adapting the process to user needs and business goals.

06.2017 – 09.2018

Goldman Recruitment

UX/UI Recruitment

Interviewed UX/UI designers, assessed competencies and matched people with specialist teams. Developed a deeper practice of listening and negotiation.

01.2017 – 06.2017

LemonSky JWT

UX Designer

Worked on agency projects for Wedel, Kubuś and Nowy Styl Group. Mapped the Volkswagen customer journey from the first idea to a car purchase, helping shape tools for each stage.

01.2015 – 01.2017

Usability Lab

Junior UX Designer

Conducted discovery workshops and analysed call-centre recordings for North.pl. Translated user needs into design solutions and built a foundation in research.

02 / BY THE NUMBERS

10+

Years of UX experience

30+

Projects delivered

6

Years teaching UX

∞

Problems solved

03 / TOOLKIT

Design

Figma, FigJam, Axure, design systems, prototyping, responsive web design, WCAG 2.0

Research & facilitation

Interviews, usability testing, discovery workshops, journey mapping, Google Analytics, Clarity

Product & delivery

Product discovery, business cases, user flows, handoff, Agile & Scrum, Jira

AI & building

AI-assisted prototyping, Claude Code, Bolt.new, HTML, CSS

04 / EDUCATION

SWPS University

2012 – 2017

Master's Degree in
Business Psychology

2015 – 2017

Specialization in Human–Technology Interaction
Design (UX)

Teaching & mentoring

UX training and support for young people finding their career path.

I consent to the processing of my personal data for the purposes necessary to carry out the recruitment process (in accordance with the Act of 10 May 2018 on the Protection of Personal Data (Journal of Laws of 2018, item 1000) and in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (GDPR).