Zuzanna Lumanisha

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Summary

Fractional Head of Design and founder of YouSpark Digital, with 18 years leading brand, product and digital design for startups, SMEs and charities. Brings brand strategy, UX research and product design together, so organisations get one clear story from first idea to launched product. Works closely with founders and teams, balancing design quality with commercial goals, and uses AI to research, prototype and build faster. Known for turning complex products into clear, credible experiences that deliver measurable results.

Work Experience

One Team Tech - Leeds, United Kingdom

A technology startup specialising in social media digital risk intelligence, combining advanced content and sentiment analysis with evidence-based response strategies to help organisations protect their people, communities and brands.

Fractional Head of Design — **09/2026 - Present**

- Leading the company's overall creative and design direction across brand, digital products, marketing and communications, ensuring consistency and high visual standards across all touchpoints.
- Shaping product positioning, creative direction and communication strategy with founders, consultants and technology specialists through strategy and product workshops.
- Owning the brand system and guidelines, ensuring consistent use across internal teams, agencies and partners.
- Leading the design and build of the company website on Wix Headless, using AI agents to accelerate design, content and development while maintaining brand consistency, accessibility and high UX standards.
- Directing and reviewing creative work produced by external agencies and production partners, including video storyboards, visual concepts and final deliverables.
- Designing investor, commercial and product materials that communicate complex technology propositions clearly, with pitch materials contributing to securing investment and a substantial business grant.
- Developing social media strategy and creative direction for campaigns, advertisements and digital communications to strengthen brand positioning and support business growth.
- Bringing emerging AI and design practice into the company's workflow, from AI-assisted website builds to faster creative production.

YouSpark Digital - Leeds, United Kingdom

A Leeds-based design services company specialising in creative and product design solutions across diverse industries such as education, advocacy, technology and more.

Founder & Principal Designer — **06/2014 - Present**

- Leading the design and delivery of branding, digital products, websites, mobile apps and marketing assets, ensuring high visual standards, usability and brand consistency across all outputs.
- Delivering measurable results for clients, including a 30% increase in FALKN sales within six months of the redesign and a Stop Hate UK reporting flow that 80% of users complete in under three minutes.

- Partnering with founders, marketing directors, developers and product teams across organisations including FALKN, Hermes World, Nexus Vehicle Rental, One Team Tech, Shipley College, SilverHive, Stop Hate UK and Vision Magazine.
- Facilitating brand strategy, product discovery and roadmap workshops with clients, stakeholders and industry experts.
- Leading discovery research, including user interviews over video call, online and in-person usability testing and UX audits, to validate ideas before build; on SilverHive, research showed when not to build, saving an estimated £50k.
- Creating wireframes, user flows, prototypes and high-fidelity UI designs in Figma and Claude to validate ideas before development.
- Building design systems and Figma auto layout files that let developers read spacing and structure directly, speeding up builds.
- Building WordPress, Wix Headless and custom HTML websites with Claude as an AI development partner, and developing and deploying mobile apps with Base44, using AI throughout research, ideation and rapid prototyping to take projects from design to launch faster.
- Creating visual identities, integrated campaigns, publications and large-format graphics that strengthen brand presence and audience engagement.
- Running the consultancy end to end, including scoping, proposals, pricing and long-term client relationships.

Chaser - Leeds, United Kingdom

A FinTech SaaS company providing automated credit control solutions to help businesses get paid faster.

Digital Designer **07/2022 - 01/2023**

- Designed landing pages, marketing assets, and product visuals that strengthened brand presence and supported customer acquisition efforts.
- Used Google Analytics and HubSpot data to refine design decisions, directly improving campaign performance and user engagement.
- Implemented A/B testing on web pages, identifying higher-performing layouts that increased click-through and sign-up rates.
- Collaborated across marketing, sales, and product teams, ensuring consistent visual identity and messaging across multiple channels.

Earlier experience

- Graphic, editorial and prepress design roles in Leeds and Warsaw (2008 - 2013), including a 100,000-copy annual holiday catalogue, a 20,000-copy monthly magazine and bid materials that helped construction clients win multi-million-pound contracts.

Skills

Design Leadership · Creative Direction · Brand Strategy · Visual Identity · Product Design · UX/UI Design · UX Research · Usability Testing · Design Systems · Prototyping · Web Design · Mobile App Design · Accessibility · Workshop Facilitation · Stakeholder Management · A/B Testing · AI-Assisted Design

Tools

Adobe Creative Suite (Acrobat, Illustrator, InDesign, Photoshop, Premiere Pro) · Base44 · Canva · Claude · Figma · Figma Make · Google/HubSpot Analytics · HTML/CSS · Miro · PowerPoint · Recraft · Replit · Shopify · WordPress · Wix · Wix Headless

Certifications

06/2026	**Uxcel** The Product Development Lifecycle & Methodologies
01/2026	**Uxcel** Product Designer
12/2025	**Uxcel** Advanced UI Components
10/2024	**Interaction Design Foundation** Mobile UX/UI Design
05/2024	**UX Design Institute** UX Design
06/2023	**LinkedIn** Style Guides & Design Systems

Education

Kozminski University Master's degree, Business Management & Entrepreneurship