Zuzanna Lumanisha

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Summary

Head of Design and Senior Creative & Product Designer with 18 years of experience creating brands, digital products and marketing campaigns that help organisations communicate with clarity and impact. Experienced across branding, visual identity, UX/UI, websites, mobile apps and integrated marketing collateral for startups, SMEs and purpose-driven organisations.

Combines design leadership, strategic thinking and strong visual design, working closely with founders, stakeholders, product teams, developers and marketers to shape creative direction and transform ideas into intuitive, engaging user experiences and commercially effective design solutions. Passionate about continuous learning, accessibility and AI-assisted design, with a focus on creating products and brands that deliver measurable value.

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.

Head of Design (part-time contract) **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.
- Participating in strategic and product workshops with founders, stakeholders, consultants and technology specialists, helping shape product positioning, creative direction and communication strategy.
- Creating and maintaining comprehensive brand guidelines and overseeing their application across internal teams, external partners and communications.
- 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.
- Attending technology, AI and creative industry events to explore emerging trends, tools and practices relevant to the company's products, brand and communications.

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.

Senior Creative & Product Designer (freelance / contracts) **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.
- Designing websites and mobile apps with a strong emphasis on user experience, visual hierarchy, accessibility and cohesive brand communication.
- Creating wireframes, user flows, prototypes and high-fidelity UI designs in Figma to validate ideas before development.
- Applying UX/UI principles and interface design knowledge to improve usability, clarity, navigation and overall user experience across digital products.
- Translating client briefs, user needs and business objectives into intuitive, effective and visually compelling design solutions.
- Partnering with founders, marketing directors, developers and product teams across organisations including Falkn, Hermes World, Nexus Vehicle Rental, One Team Tech, Shipley College, Stop Hate UK and Vision Magazine.
- Participating in brand strategy, product discovery and roadmap workshops with clients, stakeholders and industry experts.
- Creating visual identities, integrated campaigns, publications and large-format graphics that strengthen brand presence and audience engagement.
- Producing production-ready artwork across print and digital channels.
- Managing multiple concurrent projects in fast-paced environments while consistently meeting deadlines and client expectations.
- Utilising AI tools to support research, ideation, rapid prototyping and creative exploration throughout the design process.
- Continuously developing expertise in product design through professional training, UX workshops, accessibility research and self-initiated digital product concepts.

Chaser - Leeds, United Kingdom

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

Digital Designer (full-time) **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.

Hobs Repro - Leeds, United Kingdom

A print production company servicing construction sectors across the UK.

Creative Designer & Prepress Specialist (full-time) **03/2012 - 12/2013**

- Designed print and digital bid materials that helped major construction clients (GB Group, Kier Group, Morgan Sindall, Wates, etc.) secure multi-million-pound contracts.
- Delivered high-quality designs under tight deadlines, ensuring client submissions met brand standards and competitive requirements.

International Relations - Warsaw, Poland

A political and foreign affairs magazine publishing monthly issues with international contributors and readership.

Editorial Designer (contract) **08/2009 - 10/2011**

- Designed page layouts and editorial compositions for a 20,000-copy monthly publication, ensuring readability and strong visual hierarchy for a diverse international audience.
- Collaborated with journalists, editors, photographers, and advertisers to deliver visually engaging issues that balanced editorial integrity with commercial requirements.

Sun & Fun Holidays - Warsaw, Poland

A major Polish tour operator offering international holiday packages.

Graphic Designer (full-time) **05/2008 - 06/2009**

- Designed and produced a 100,000-copy annual holiday catalogue, which served as the company's primary sales tool and directly supported revenue growth.
- Created international exhibition stands, car wraps, and large-scale advertising, strengthening brand presence in highly competitive travel markets.

Skills & Tools

Adobe Creative Suite (Acrobat, Illustrator, InDesign, Photoshop, Premiere Pro) · Canva · 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
06/2008	**Apple** Graphic Software Operator
09/2006	**ESKK** Website Designer

Education

2008-2010	**Kozminski University** Master's degree, Business Management & Entrepreneurship
2000-2003	**Kozminski University** Engineer's degree, Marketing Management