

Hello, I'm Paulina Dera

(she/her)

paulinadera.com

hello@paulinadera.com

Product Designer with a soft spot for visuals and a proven track record of transforming user research insights into working solutions across many platforms. Passionate about creating inclusive, intuitive experiences that people genuinely enjoy.

EXPERIENCE

EDURINO, Germany – UI Designer

JUNE 2023 – APRIL 2026

As a UI Designer at Edurino (Early Childhood, B2C), I worked on customer-facing products that teach children 21st century skills with the power of games.

- Designed **a test-before-buy funnel letting parents and kids try games before purchase**. The feature launched to strong adoption.
- Sole designer in a cross-functional B2C Growth squad focused on in-app purchases; **drove the app's first IAP revenue through targeted feature discovery and A/B testing**.
- Conducted remote and in-person usability testing and interviews to **validate design solutions and align business objectives with user needs**.
- Designed and shipped **first design system for iOS & Android** (Unity) apps
- Worked with PMs on feature roadmap and prioritisation. Led end to-end design process from wireframing and prototyping to developer handoff and collaboration.
- Contributed to a well-loved product by **+200k families**

EDUCATION

Furniture Design (M.A)

University of Arts Poznań

· 2017 – 2019

Product Design (B.A)

University of Arts Poznań

· 2013 – 2016

SKILLS & TOOLS

Prototyping, UI Design, B2C, UX Design, Design Process, Interaction Design, Mobile Apps Design, Web Design, various AI Tools, Figma, FigJam, Notion, Jira, Framer, Blender, Adobe Suite

LANGUAGES

English (fluent),

Polish (native)

Group Blix, Remote — Product Designer

AUGUST 2020 – JUNE 2022

I worked on various projects at Blix Group (B2C, B2B), a leader in Drive-to-Store marketing in Poland and Ukraine, where its portfolio apps (Blix, Zdrowe Zakupy eng. Healthy Shopping and Qpony) reach 3 million users:

- I designed an MVP version of a new feature for the Blix App that allows Android users to collect data from receipts, resulting in correctly reading 82% of information on the receipts.
- I redesigned the experience for adding new products to the Zdrowe Zakupy app for iOS and Android, resulting in a decrease in users' complaints about the incomplete database and increase of user satisfaction.

Poznan Supercomputing and Networking Center, Poznań, Poland — UI/UX Designer

JULY 2018 – JULY 2020

At PSNC, a research and development center known for IT infrastructure in the European Research Area, I worked as a UI/UX designer on complex projects in computing, education, agriculture, and house planning.

KONSIMO, Poznań, Poland — Visual Designer

JUNE 2016 – SEPT 2017

Konsimo. is a furniture shop (B2C) that offers a wide range of products for home. As a Visual Designer, I was in charge of creating visual content: web components, wireframes and high-fidelity prototypes.