

# Marta Hınca

UX/UI Designer

I am a UX/UI designer from Słupsk with 3 years of commercial experience. My skills include working with both B2B and B2C products, I am characterized by 'pixel perfect' perfectionism. I am passionate about design, constantly striving to improve my skills, ready for remote professional challenges.

## Work experience

### Codespheric

UX/UI Designer | Graphic Designer  
January 2024 - April 2024

Design work for website development, graphic design work in commercial projects for clients.

### Freelance

UX/UI Designer | Graphic Designer  
September 2023 - present

### Onex Group

UX/UI Designer | Graphic Designer  
June 2021 – July 2023

Working on B2C and B2B online stores. Co-designing websites for the company. Conducting audits, surveys with users, designing landing pages related to marketing campaigns and webinars. Analyzing user behavior using Microsoft Clarity tool. Creating advertising materials, print materials. Designing status mailings and newsletters. Collaborating with the development team and other stakeholders in the process of creating the final product. Competitor analysis.

## Education

Pomeranian Academy in Słupsk  
Engineer (specialization - programming) | 2017 - 2021

## Certificate

[Google UX Design Specialization](#)

## Contact

[hınca.design@gmail.com](mailto:hınca.design@gmail.com)

## Portfolio

[www.martahınca.com](http://www.martahınca.com)

## LinkedIn

[www.linkedin.com/in/marta-hınca96/](http://www.linkedin.com/in/marta-hınca96/)

## Tools

Figma, Illustrator, Photoshop, Microsoft Clarity, Hotjar, Lucky Orange, Google Analytics

## Skills

UX/UI design, Low - High fidelity mockups, graphic design, requirements gathering, persona development, research with users, A/B testing, UX/UI auditing, competitive analysis, user journey mapping, design systems.

## Languages

Polish - Native  
English - B2

## Personal interests

Reading books, ux/ui design, graphic design, psychology, watercolor painting, yoga.