Maria Libelt

Senior Product Designer

hello@marialibelt.com

marialibelt.com

Berlin, Germany

+49 151 701 33 014

Objective

I am a passionate and inquisitive Senior Product Designer with a keen interest in design systems and accessibility. I am committed to delivering user-centric solutions by leveraging data-driven decision-making and creative problem-solving skills. I believe that by driving collaboration, I can create better, more inclusive, and easier-to-understand environments for other humans.

Industry experience

06.2023 – present

Senior Product Designer | Tomorrow University

- Successfully advocated for a Design System, securing its prioritisation within the company and developing a proof of concept in collaboration with tech lead and front-end developer.
- Designed and implemented OKRs for Design, Product, and cross-functional teams, leading to improved goal alignment and team performance.
- Collaborated with internal stakeholders to design and implement improvements to streamline internal operations, reducing friction and enhancing user experience for internal systems.
- Evangelised and introduced a defined Product Process. Drove company-wide training sessions, improving product skills across the organisation.
- Established a centralised feedback and research repository, enabling data-driven decisions and a user-centric approach to product development.

12.2020 – 05.2023

Senior Product Designer | Infermedica

- Promoted to Senior Product Designer role for the flagship product within 1.5 years, reflecting exceptional performance and contributions.
- Enhanced ease of use for an internal product from 3.5/5 to 4.8/5 by conducting research, prototyping, testing, and implementing impactful improvements.
  Read case study ↗
- Improved user adherence to product recommendations, increasing the percentage from 72% in May to 77% by the end of June.
  Read case study ↗
- Discovered critical issues in the discoverability of Pediatric Mode feature and implemented minimal yet effective changes to copy and UI, resulting in significant improvements.
- Redesigned user-intent and user-plan surveys to enable more valuable data collection, measure ROI and business impact, while creating a lightweight user experience by reducing median time spent on the survey by 50%.
- Collaborated within the Product Trio to drive product discovery, ensuring alignment with user needs and business objectives.
- Contributed to the development and implementation of the design system, enhancing design consistency and streamlining product development.

09.2019 – 12.2020	**Visual designer | Infermedica**
	Maintained consistent brand strategy and communication across channels by developing engaging social media content, creative copy, and illustrations.

05.2017 – 12.2018	**Graphic designer (freelance, part-time)**

- Diagnosed communication and corporate identity issues for a wide range of clients.
- Conducted workshops, polls, and research projects to inform branding strategies and develop comprehensive corporate identities.
- Created newsletters, banners, landing pages and promotional materials.

Education

2018 – 2021	**Visual Communication, BA| University of Wrocław**

Specialisation: Communication Design, Read my thesis ↗

Completed courses: corporate identity design, branding, creative methods, team and project management, data visualisation and infographics, packaging design, design thinking, empirical research, copywriting.

2015 – 2018	**English Philology, BA | Pedagogical University in Kraków**

Specialisation: Specialised Languages, Read my thesis ↗

Skills

- teamwork
- UX/UI design
- user research
- project management

- ownership
- visual communication
- public speaking
- copywriting

Interests

- user-centred design
- A/B testing
- design systems
- atomic design
- product discovery

- accessibility
- design thinking
- design frameworks
- usability
- agile