



## Lilianna Borowa

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[PORTFOLIO](#) [WWW](#) [LINKEDIN](#)

*As a professional with 4+ years in game development, and solid experience in IT before that, I've learned the ability to understand the business priorities, and align design decisions accordingly. I've implemented the UX/UI design principles, and industry standards across several VR, PC and mobile games so far. Now, I'm on the lookout for a welcoming team, that will allow me to grow further in the UX/UI design field in games.*

### Skills

professional // UX/UI design | UX research | Data Analysis | AB testing | User flows | Information Architecture | Wireframes | Mockups | Prototyping (Hi-fi, low-fi) | Usability testing | Design Thinking | Data Visualization | Presentation design | Communication | Organization skills | Project Management | Platforms expertise (VR, PC, mobile, Web)

tools // Figma | Miro | Adobe CC | Blender | DaVinci Resolve | Google Forms | Google Sheets and MS Excel | Jira | Github | Fork

other // 100% remote international collaboration experience | Well-developed professional ethics (11 years of in total) | English language C1

### Experience

#### Product designer

Self-employed | Aug 2023 – present

Designed branding, including graphic design that reflects the company core values, brandbooks, and cohesive design systems. Designed and managed websites through CMS. Designed cards, and merchandise. Developed and implemented content strategy for the products. Engaged in business development tasks, including client relationship management and networking during events like DigitalDragons, and Gamescom.

Product Management · Soft Skills · Research · Competitor Analysis · Marketing content design · UX/UI design · Figma · Graphic Design · Adobe CC

#### Digital Product Associate (UX/UI Designer / Product Manager)

Wenkly Studio | Aug 2023 – Nov 2024

Handled end-to-end UX/UI design tasks, including conducting UX research, analyzing trends, creating user flows and information architecture. Designed UI elements, and ensured consistency in all projects. Was responsible for overseeing the in-game implementation in co-op with developers. Led the redesign of the FTUE (First-Time User Experience). Maintained project documentation, adapted all projects to changes, and resolved UX/UI issues efficiently. Collected and analyzed feedback through A/B tests and playtests. Created digital marketing content for Google Ads, Facebook, and other social media platforms.

UX/UI design · Research · Testing · Competitor Analysis · Quantitive & Qualitative Analysis · Analytical Thinking · Figma · Adobe CC · Agile (Scrum)

#### Account Manager (Business Development)

Wenkly Studio | May 2021 – Jul 2023

Built and maintained client relationships, and made sure their business needs were understood. Acted as a point of contact during contract negotiations. Created and presented project pitch presentations to clients. Was responsible for tracking progress of multiple negotiations, and updating stakeholders. Worked closely with content designers, and the marketing team. Participated in coordinating project timelines, schedules, and resources.

Business Analysis · Presentation Skills · Client Relations · Account Management · Project Management · Agile (Scrum)

#### Office & People Manager

Wenkly Studio | Jun 2020 – May 2022

Ran office operations smoothly, and improved management processes. Led the office team, and managed day-to-day operations. Created detailed financial reports and handled high-priority administrative tasks. Was responsible for conflict resolution, writing, negotiating, and signing contracts. Coordinated timelines, schedules, and resources.

People Management · Project Management · Business Process Improvement · Administration · Analytical Thinking · Microsoft Excel

#### Jr Process Improvement Specialist

eSky | Dec 2019 – Apr 2020

Worked on analyzing and improving business workflows, analyzing data, and optimizing processes. Focused on understanding business needs, and presented ideas to the stakeholders.

Business Process Improvement · Business Analysis · Presentation Skills · Process mapping · Lucidchart · Agile (Scrum)

(...)

(...) | Oct 2013 – Nov 2019

I have worked in various positions in the IT area, mostly focused on contact with foreign clients and maintaining business processes.

Contact Center Agent · Problem Solving · Process Management · Risk Management · Access Management · Agile (Scrum, Kanban)

### Education

Film and TV Production Management // University of Silesia in Katowice | Masters degree (MA) | 2013 - 2019

Computer Graphics & Multimedia // Akademia WSB in Dąbrowa Górnicza | Postgraduate degree | 2022 - 2023

UX design, UI design // Infoshare Academy in Gdańsk | 2020

Soft skills in IT, IT Project Management // Europa House Foundation in Tychy | 2021

Graphic design, Level design // SKVOT Academy in Warsaw | 2023

### Other

#### ERASMUS+ "Game Changer"

Copenhagen | 20.03.2023 - 25.03.2023

- Prepared and conducted workshops on the basics of UX/UI design in video games
- Designed in collaboration with the team and independently prepared a prototype of the mobile game "Language Loot" during the Game Jam

### Interests

- PC games (RPG, turn-based strategy, MMO) and tabletop games (worker-placement strategy)
- Wellbeing (pilates, plant-based diet, slow-living)
- Outdoor sports (biking, hiking, and camping)