Magdalena Sapkowska

Senior Product Designer based in Berlin with 10+ years in design and 8+ in digital product design. I focus on growth and engagement across iOS, Android and web, and on complex problems that need shaping before any solution.

CONTACT

+49 176 70897515

magdalenasapkowska@gmail.com

www.magdalenasapkowska.com

EXPERIENCE

Senior Product Designer
Formel Skin & Voy
Oct 2026 – Present

Health tech across two brands: growing the user base of Formel Skin, an online dermatology clinic (web), and launching Voy weight loss in Germany by adapting features from the UK brand (app and web).

Product Designer
AutoScout24
Aug 2024 – Sep 2026

Growth and engagement on Europe's largest car marketplace: +40% logged-in iOS users, login rate up from 17% to 32% and +5.5% enquiries, across iOS, Android and web.

Senior Product Designer
Atolls
Feb 2024 – Jul 2024

Engagement and loyalty features, including the Creator Program, for Pepper, mydealz and hotukdeals, some of the world's largest deal-sharing communities.

Product Designer
Marley Spoon
Aug 2022 – Feb 2024

Mobile and web for Marley Spoon and Dinnerly: native referrals with 7.5x the engagement of desktop, and a colour palette cut from 127 to 31 shades.

UX UI Designer
Friendsurance
Jul 2018 – Jul 2022

Insurance management web apps, including bespoke tools for Deutsche Bank and Volksbank, balancing regulatory requirements with usability.

Visual Designer
HUMANOO
Apr 2016 – Jun 2018

Visual identity for a health management app: landing pages, newsletters, presentations and print collateral.

Visual Designer
Tyszkiewicz Nieruchomości
Jan 2015 – Jan 2016

Visual design for blogs, landing pages, newsletters and print, alongside content marketing, copywriting and social media.

Earlier: owner and event planner at RockOut Pub (2011–2015), journalist at Dziennik Bałtycki (2009–2011).

EDUCATION & CERTIFICATES

AI Coding Bootcamp
Memorisely
CERTIFICATION
Jun 2026

AI-Powered Prototyping
PUSH UX
CERTIFICATION
Oct 2025

Cross-functional UX Design Course
Growth Tribe
CERTIFICATION
Nov 2021 – Feb 2022

Communication and Journalism
University of Gdansk
MASTER'S DEGREE
2006 – 2011

Photography and Graphic Design
Fotomedia School of Photography
DIPLOMA
2004 – 2006

SKILLS

Tools: Figma, Adobe CC, Lovable, Cursor, Codex, Claude Code, WordPress

Competencies: User Experience, Mobile & Web Design, Design Systems, Prototyping, Wireframing, User Research & Testing, AI-assisted Design & Prototyping

ABOUT ME

Nationality: Polish, German

Languages: English: fluent, German: limited working, Polish: native

LINKEDIN

VIEW MY WORK: PORTFOLIO