



**Damian Popiol**

Lead Graphic Designer

# Portfolio

**Let's get to know each other**

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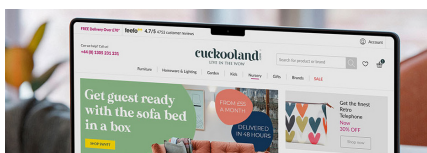
# Hello, I'm Damian Popiol

With over 20 years of experience collaborating with diverse clients across various industries, I'm passionate about creating exceptional digital experiences that are both user-focused and results-driven. I thrive on transforming complex challenges into intuitive and engaging online experiences that delight users and drive business growth. My expertise lies in understanding user needs, crafting visually compelling interfaces, and developing solutions that deliver measurable results.

I'm excited to share a selection of my recent projects that showcase my passion for user-centered design, data-driven decision-making, and collaborative problem-solving. These case studies demonstrate my ability to lead UX/UI initiatives, create impactful designs, and deliver exceptional results for my clients.

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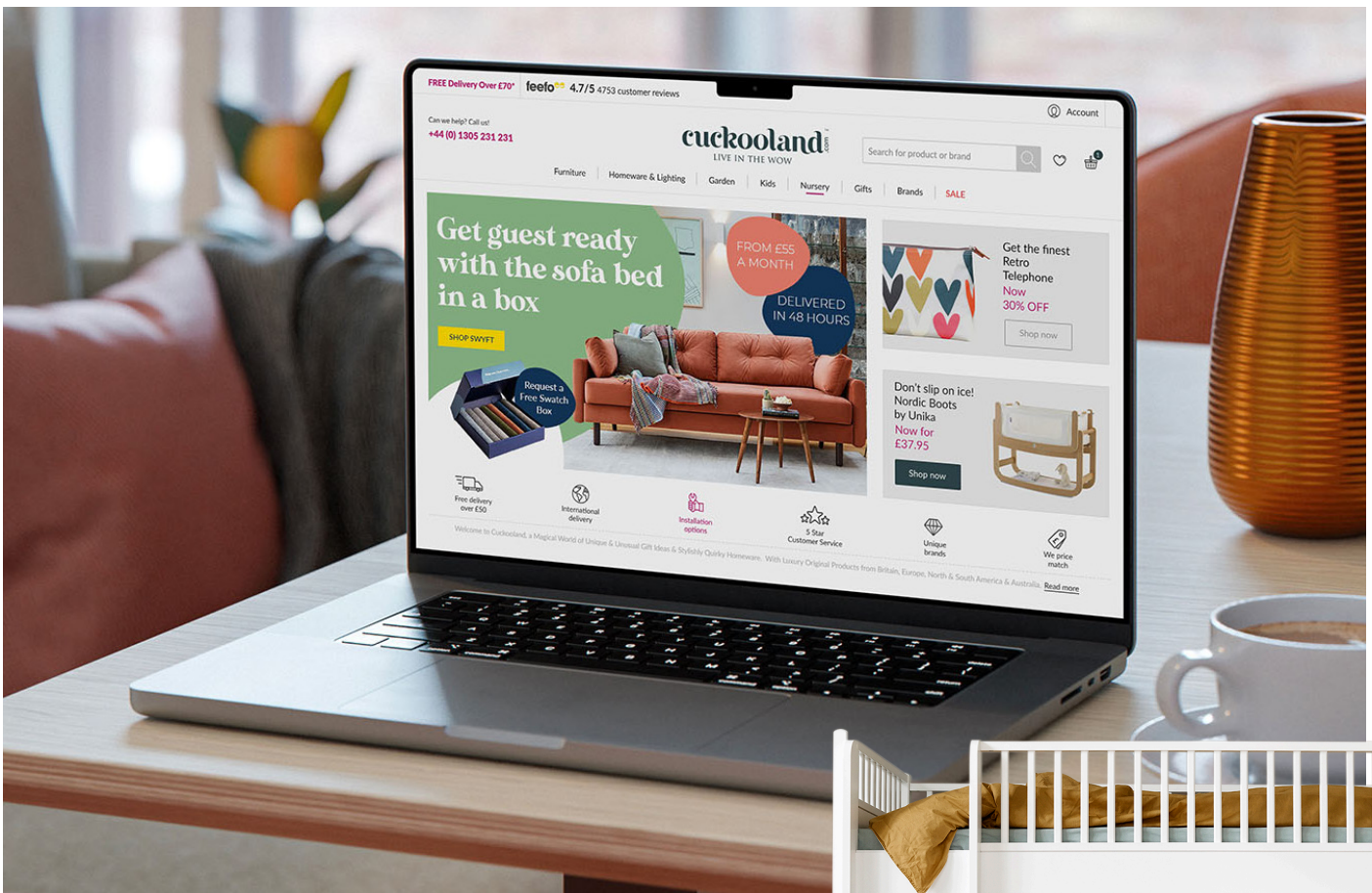
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# 01

# Cuckooland

Optimizing UX for an International E-commerce Platform. As the Lead Designer for over 7 years, I played a crucial role in enhancing their e-commerce platform and brand identity, with a focus on accessibility best practices and internationalization to cater to diverse user needs across global markets. As the Lead Designer for over 7 years, I played a crucial role in enhancing their e-commerce platform and brand identity. My responsibilities included UX/UI design, conversion rate optimization, and collaborating with design and development teams. The project involved overcoming challenges like outdated technology, a complex product catalog, and a mobile-first user base.



**cuckooland**.com  
LIVE IN THE WOW





# 01 Cuckooland

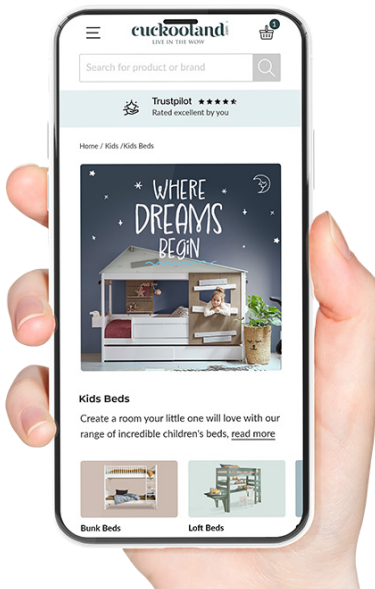
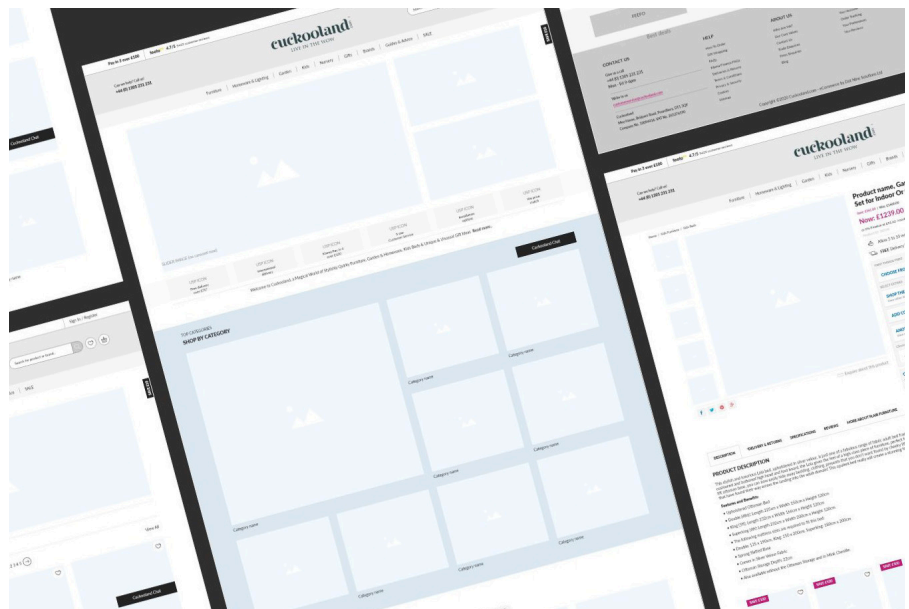
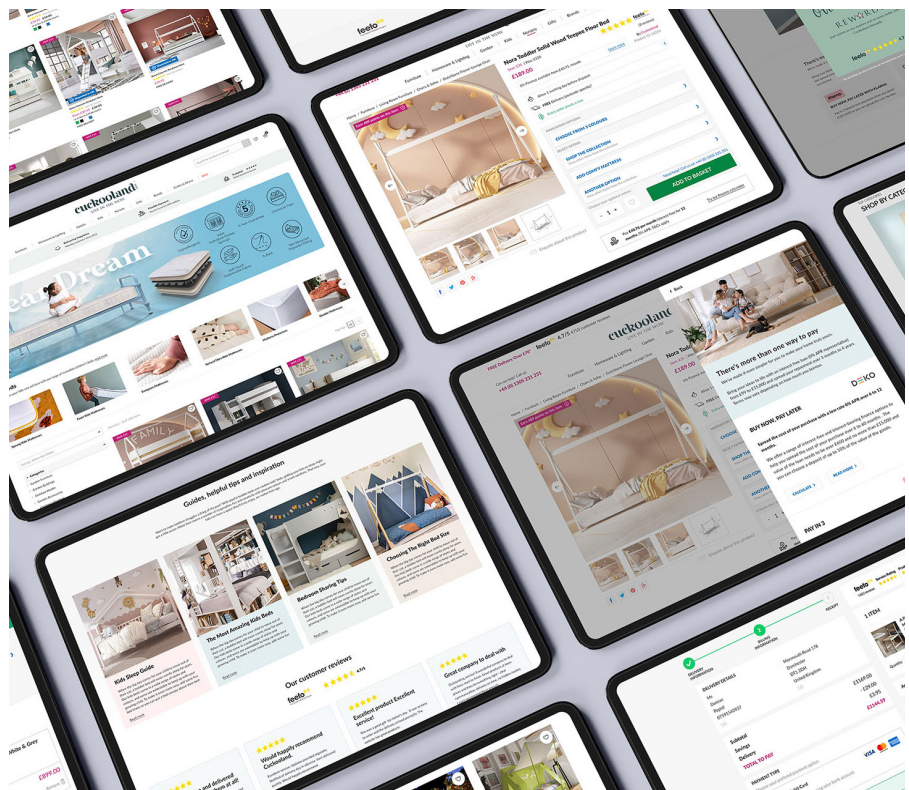
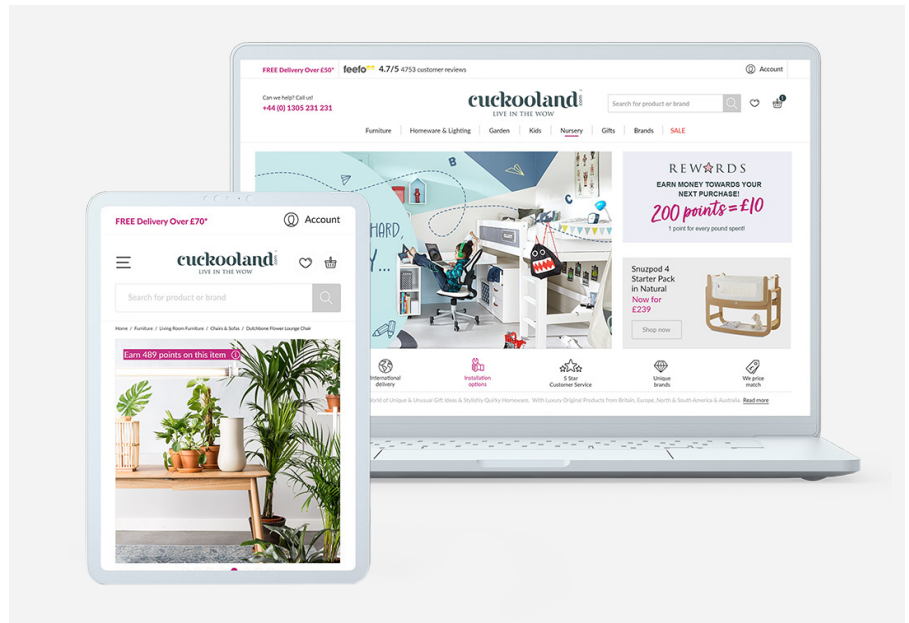
## UX/UI Focus Areas

### User-Centered Design:

- I approached the website redesign with a user-centered approach, prioritizing user needs and accessibility across all devices.
- I conducted thorough user research, including A/B testing and user feedback analysis, to inform design decisions and ensure an optimal user experience.

### Navigation and Homepage

- **Redesigned Homepage:** I redesigned the homepage with a user-centered approach, focusing on accessibility and key sections like categories, best sellers, and new collections. This created a more engaging and informative experience for users.
- **Improved Navigation:** I streamlined the website's navigation by reducing the number of main categories from 16 to 8 and introducing mega menus. This made it easier for users to find what they were looking for and improved the overall browsing experience.



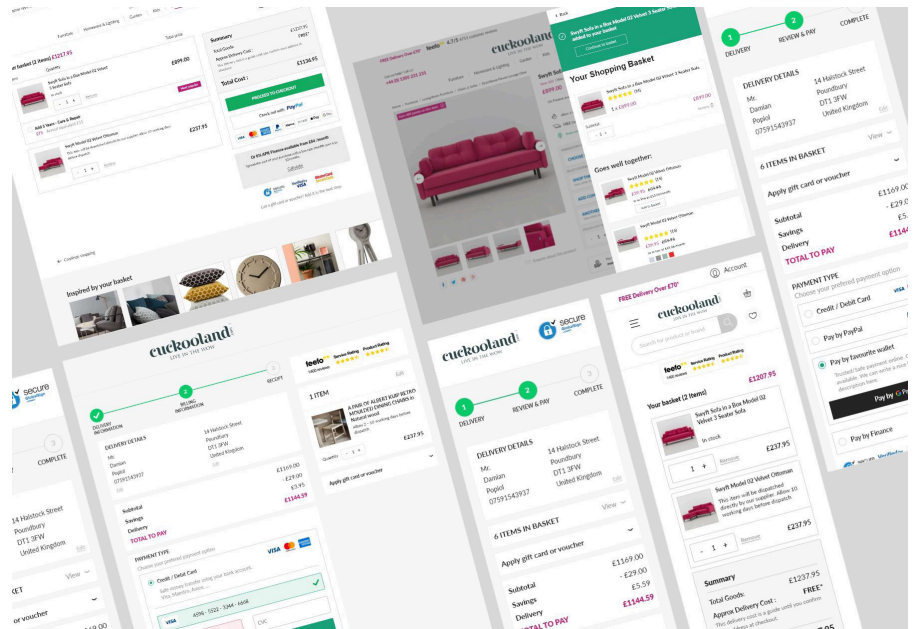


# 01 Cuckooland

## UX/UI Focus Areas

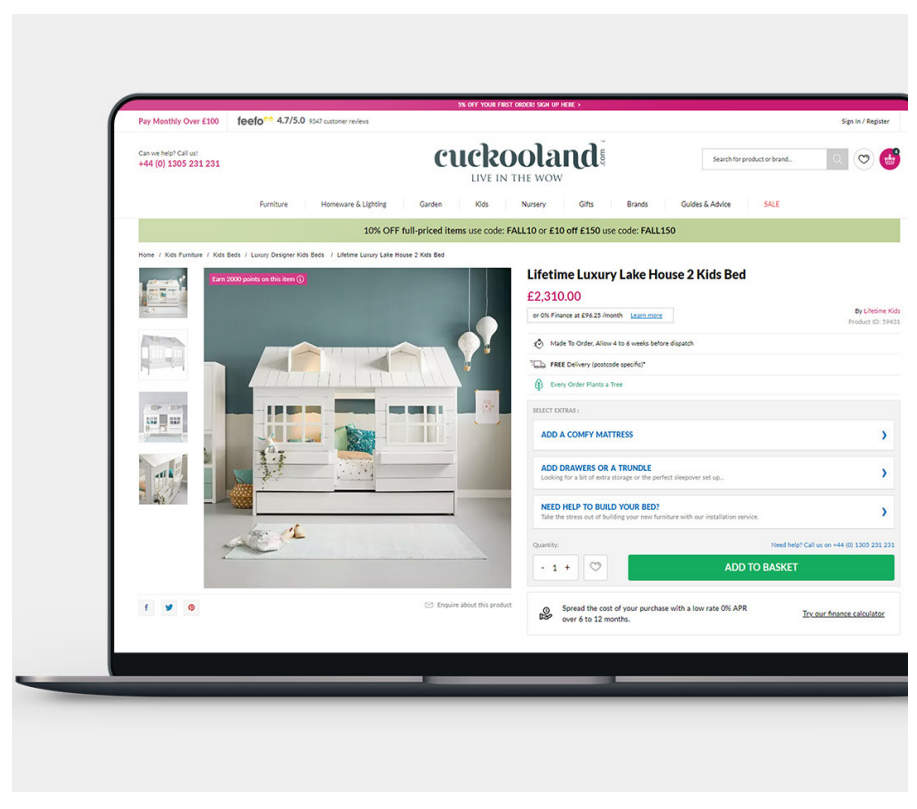
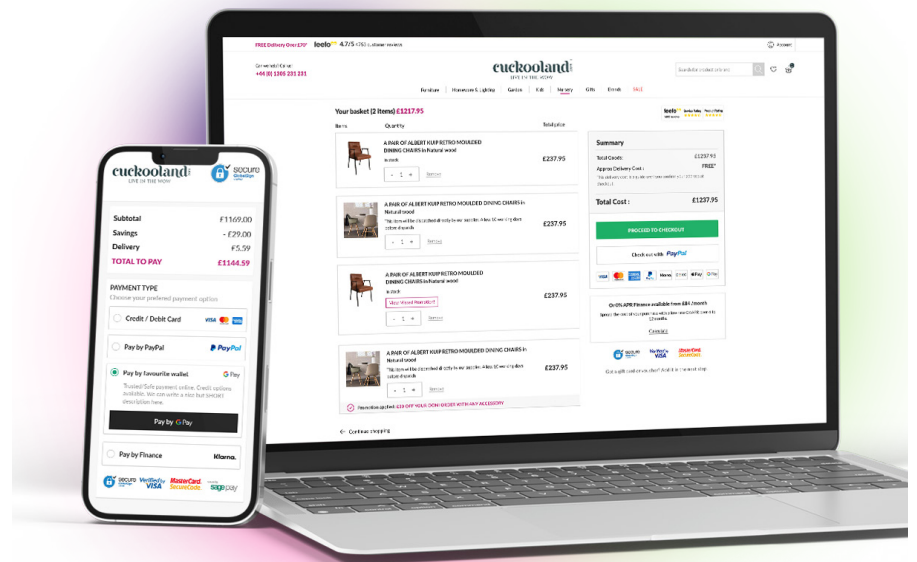
### Basket and Checkout Optimization:

- I introduced a mini-basket to streamline the shopping experience, allowing customers to view and manage their items without leaving the current page.
- I improved the checkout process, resulting in a 32% increase in basket completion rate and a 24% reduction in checkout abandonment. This was achieved by simplifying the steps, improving clarity, and reducing friction points.
- I enhanced the confirmation page to convert guest users to loyal customers by showcasing the benefits of creating an account and joining the loyalty program.



### Product Page Optimization (PDP)

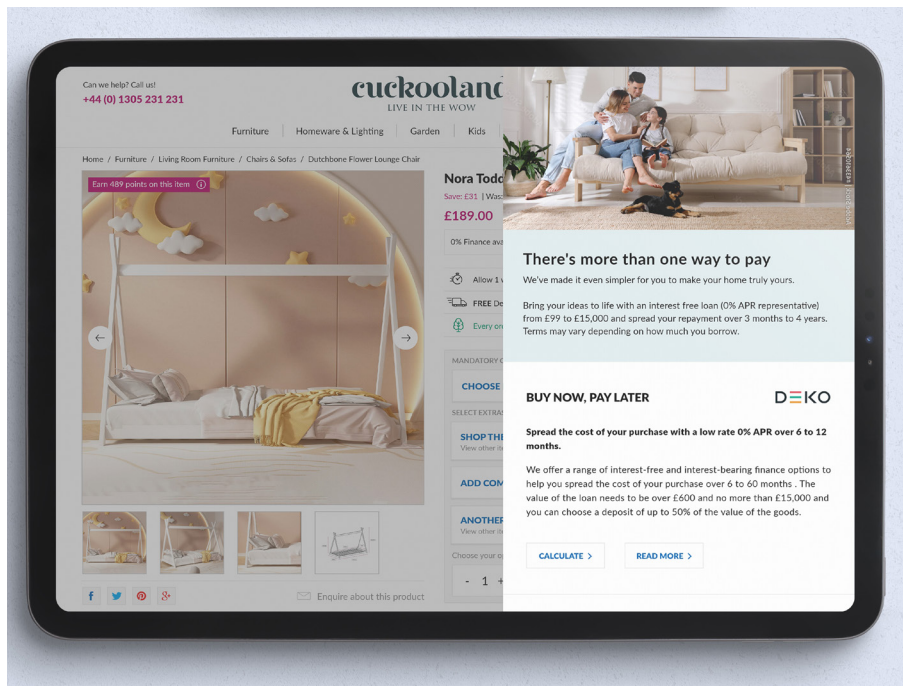
- Redesigned product pages to be more informative and user-friendly, leading to a 23% increase in page views and a 12% increase in add-to-cart rate.
- Introduced videos, which proved to be a key feature in converting customers. Improved product information and streamlined the ordering process for complex products.
- Optimized product pages for search engines (SEO) to improve product discoverability.
- Implemented a clear and concise product information section with user-friendly delivery and returns information.



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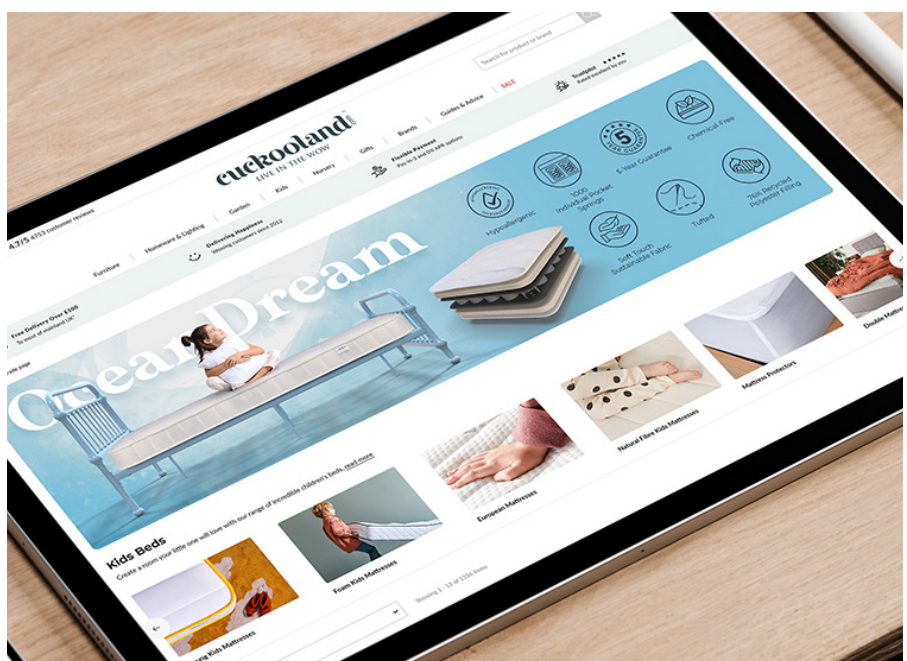
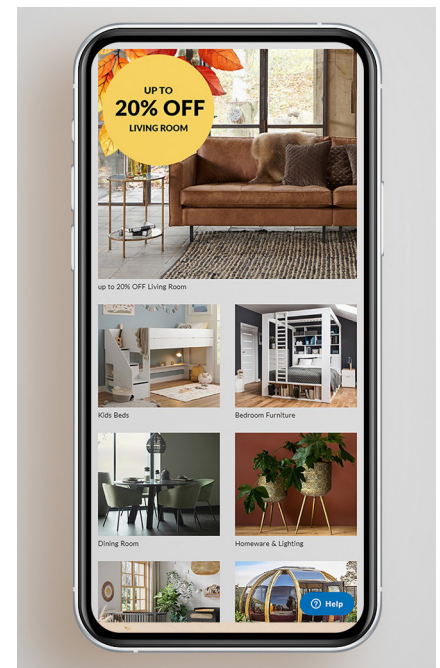
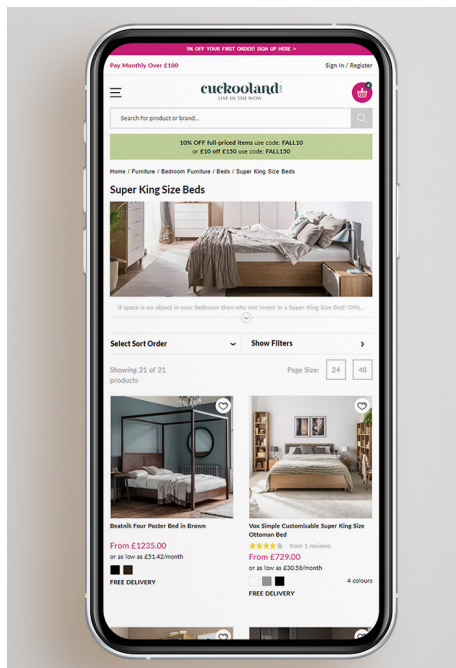
# Cuckooland

- Added tabs for easy access to important information, such as descriptions, details, manuals, and warranty information.
- Integrated Feefo reviews to build trust and showcase customer feedback.
- Implemented cross-selling and upselling features to encourage additional purchases



## Category Page Optimization

- Simplified category pages and improved navigation, resulting in a nearly 40% increase in click-through rate to product pages.
- Introduced infinity scroll for seamless browsing.
- Optimized product listings with clear product images, descriptions, and pricing information.
- Implemented filtering and sorting options to help users find products quickly and easily.
- Introduced large category banners to improve visual appeal and engagement.
- Added trust builders to product listings, such as Feefo reviews, warranty information, and payment options.

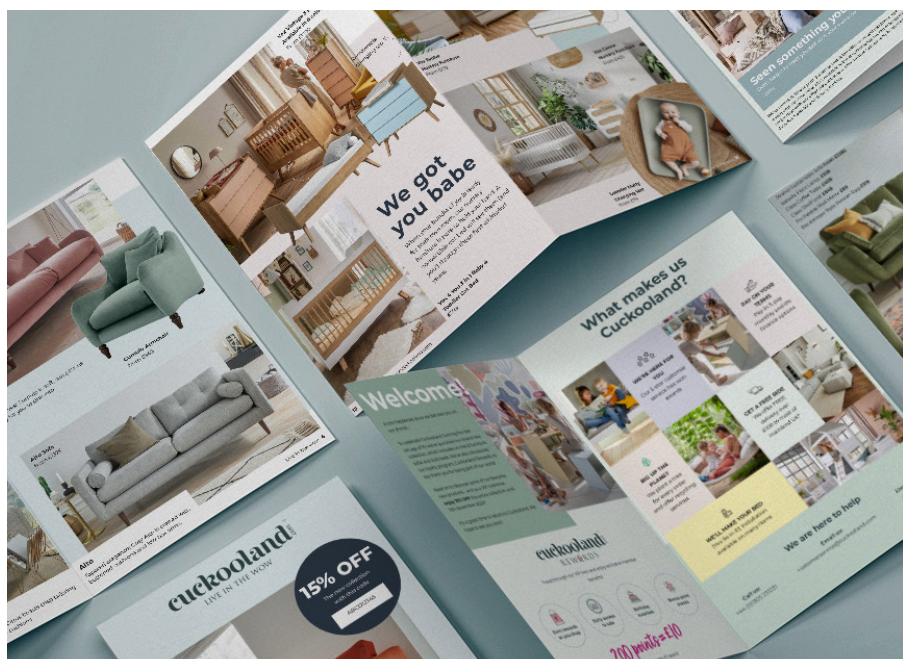
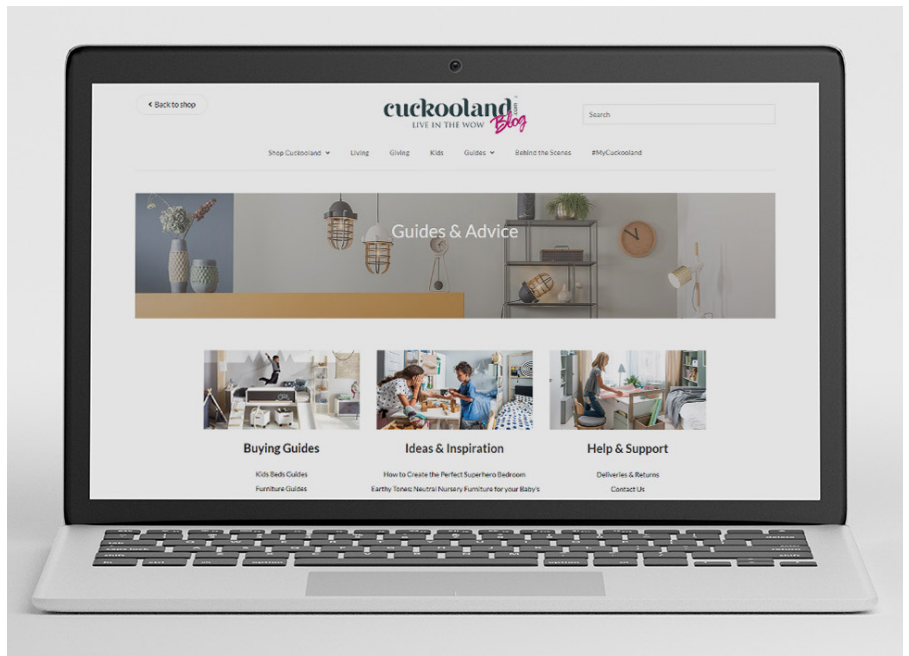
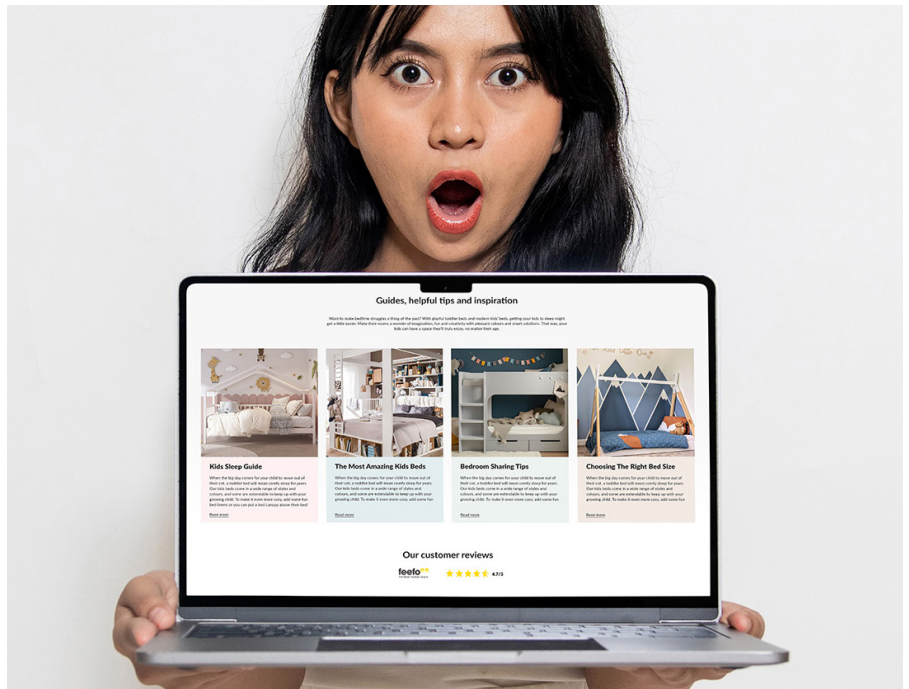




# 01 Cuckooland

## Engaging Content and Brand Building

- Designed and built the blog, Guides & Advice pages, and Brand pages to showcase information, promote products, and build trust and relationships with customers, further enhancing engagement and brand loyalty. These pages became high-traffic areas for sourcing valuable customers.
  - Created engaging and informative content, including articles, guides, and product spotlights, to educate and inspire customers.
  - Developed a consistent brand voice and messaging across all content to reinforce the brand identity.
  - Optimized content for search engines (SEO) to improve organic visibility and drive traffic to the website.
- Collaborated with marketing and content teams to ensure alignment with overall marketing strategies.



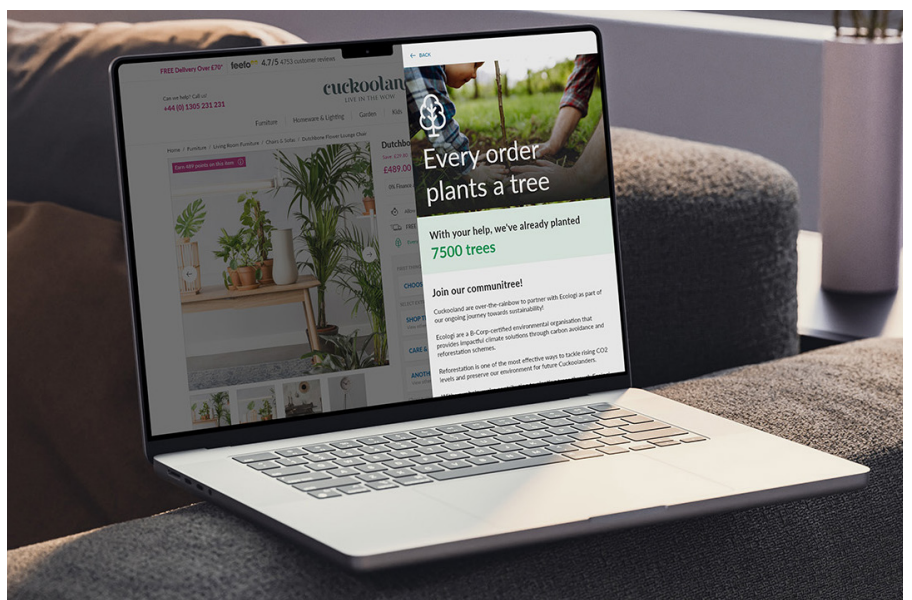
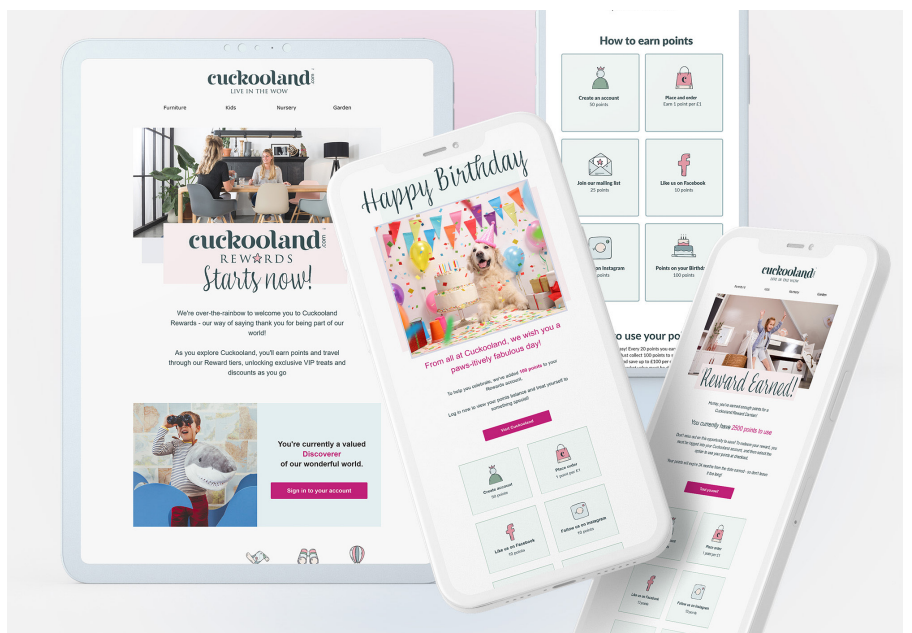
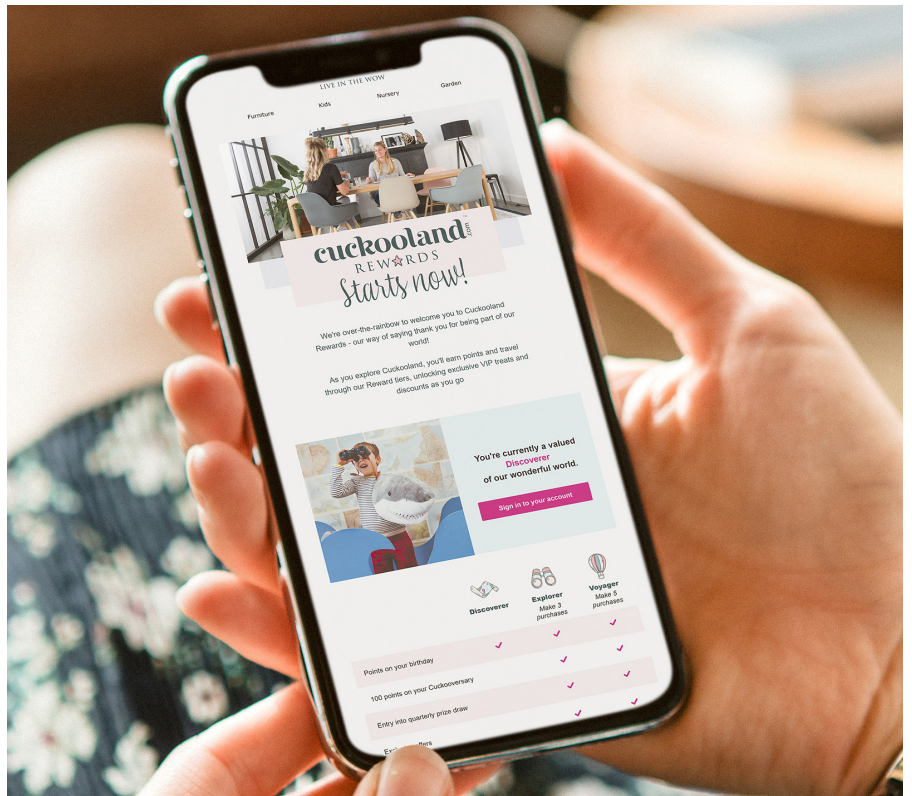


01

# Cuckooland

## Loyalty Program

- Developed and implemented a customer loyalty program that fostered customer engagement and loyalty through personalized rewards and incentives, recognizing the higher value of returning customers. This resulted in a 16% increase in conversion rate, improved customer retention, and a 30% increase in repeat purchase rate.
- Designed a user-friendly interface for the loyalty program, making it easy for customers to understand and participate.
- Created engaging email communications, including welcome emails, rewards notifications, and exclusive offers, to encourage participation and drive repeat purchases. Integrated the loyalty program seamlessly into the website and checkout process for a smooth user experience.
- Collaborated with marketing and customer service teams to ensure successful implementation and ongoing management of the loyalty program.



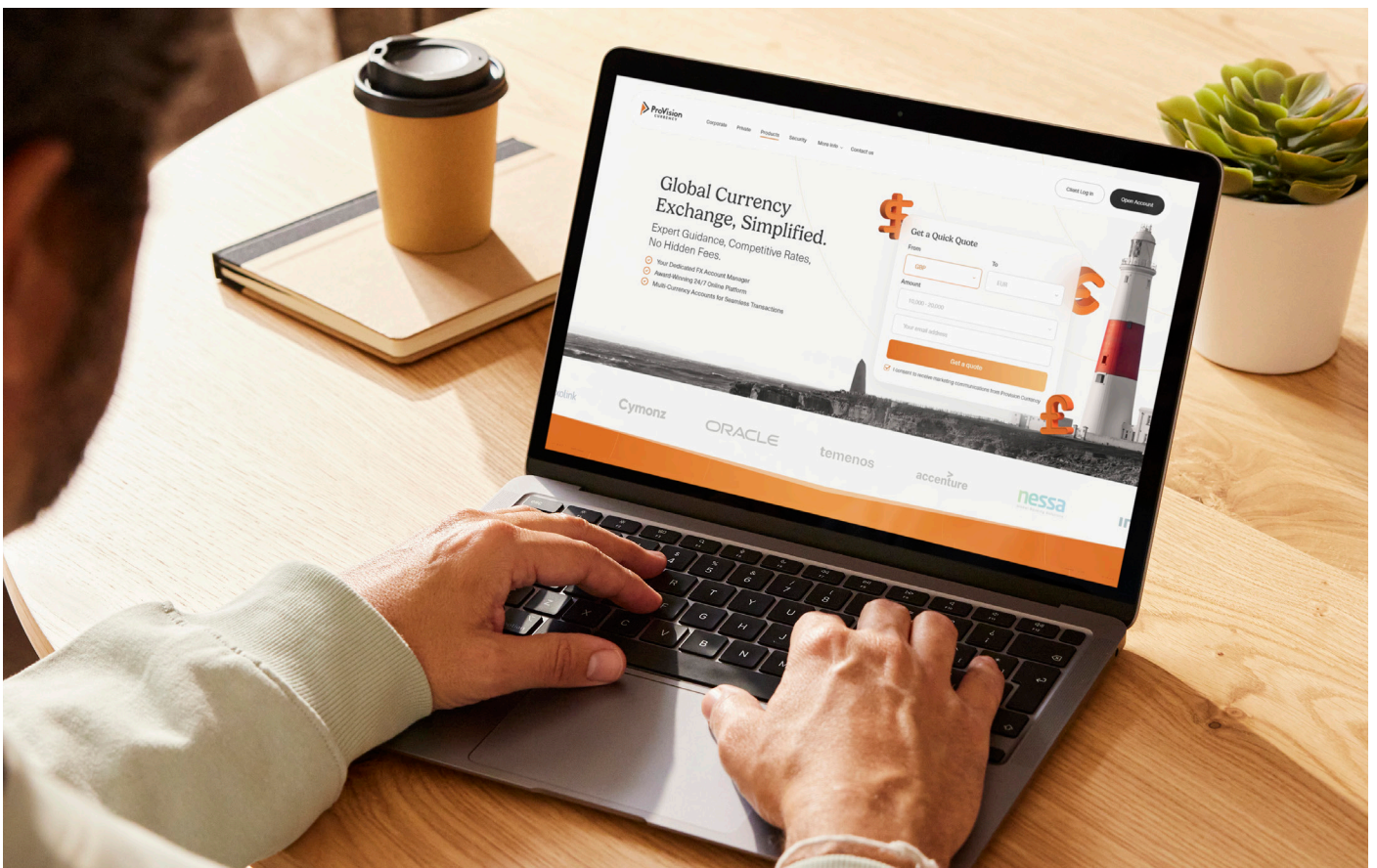


# 02

# ProVision Currency

Provision Currency: Enhancing UX for a Global Currency Exchange Platform with a Focus on Accessibility and Internationalization. Before our collaboration, Provision Currency faced challenges with an outdated website design, a lack of engaging visuals, and difficulty in converting users to clients.

Before our collaboration, Provision Currency faced challenges with an outdated website design, a lack of engaging visuals, and difficulty in converting users to clients. The project's objective was to establish a strong online presence, build trust, showcase a professional approach, and drive conversions. My role was to lead the UX redesign and development, addressing these challenges and achieving the project goals.



02

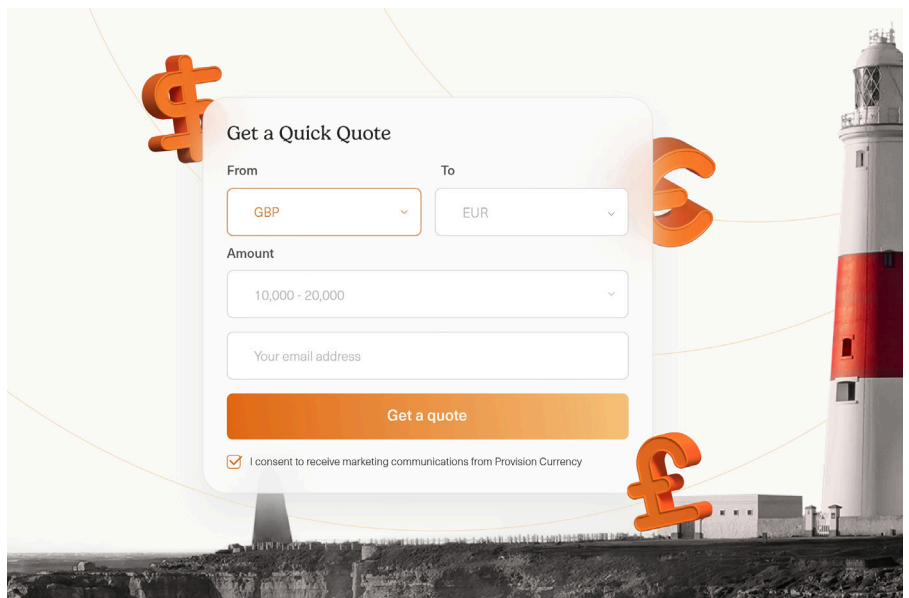
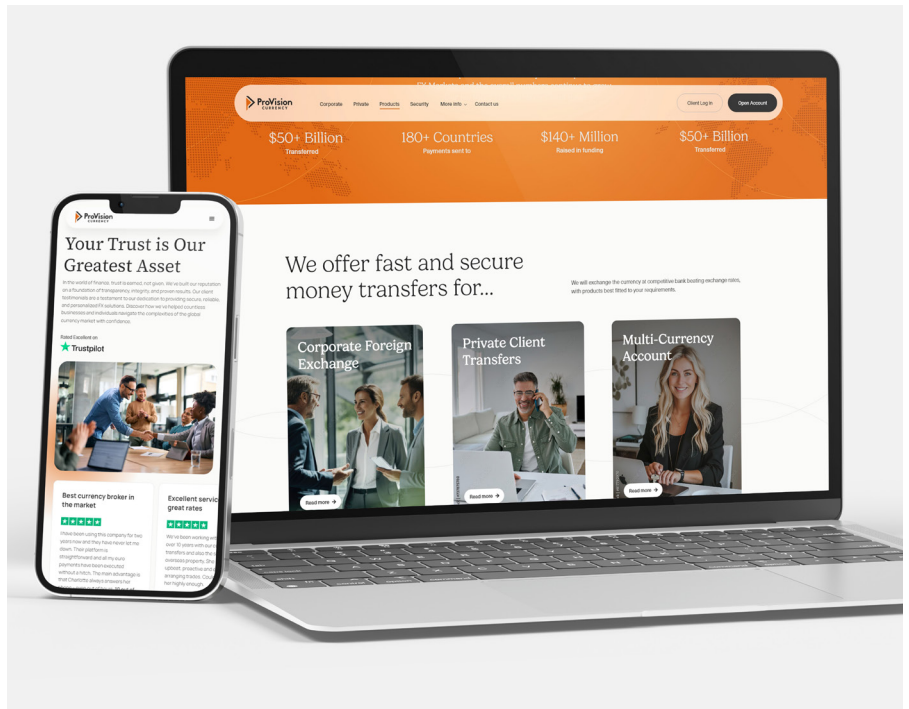
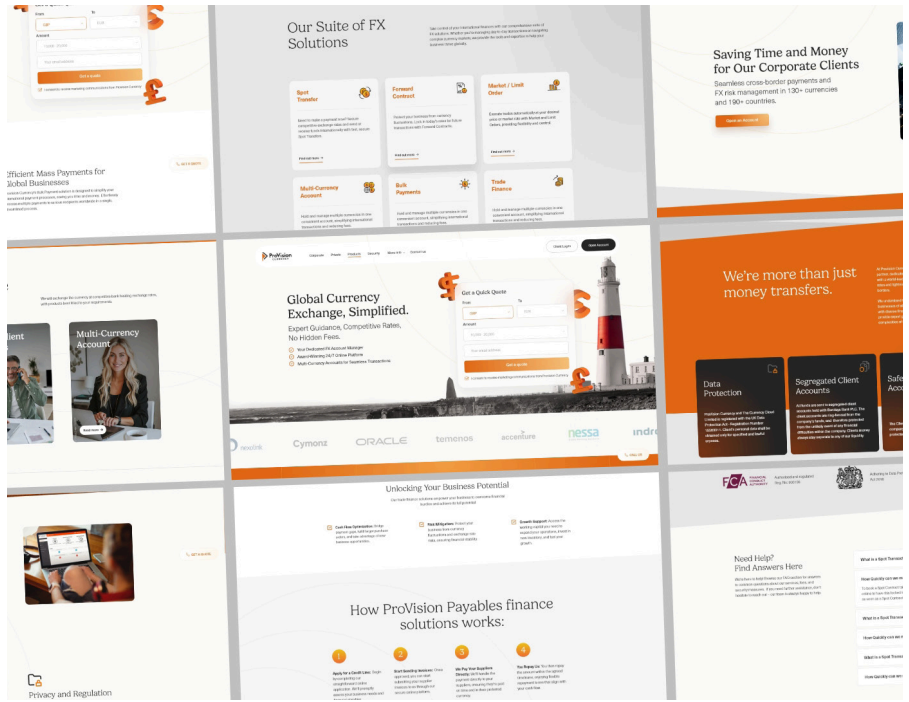
# Provision Currency

## UX/UI Design Process

- **Research:** Analyzed Google Analytics, Clarity, and market trends to understand user behavior.
- **Findings:** Users struggled with navigation and information scarcity, leading to a high bounce rate and low conversions.
- **Solution:** Redesigned the website with a focus on clear navigation, engaging visuals, and well structured, concise information.

## Results and Achievements

- **Search Engine Rankings:** Achieved top 10 rankings for target keywords.
- **Bounce Rate:** Reduced by 65%. CTA Clicks: Increased by 82%.
- **User Engagement:** Significantly improved, leading to more conversions.





# 02

## Provision Currency

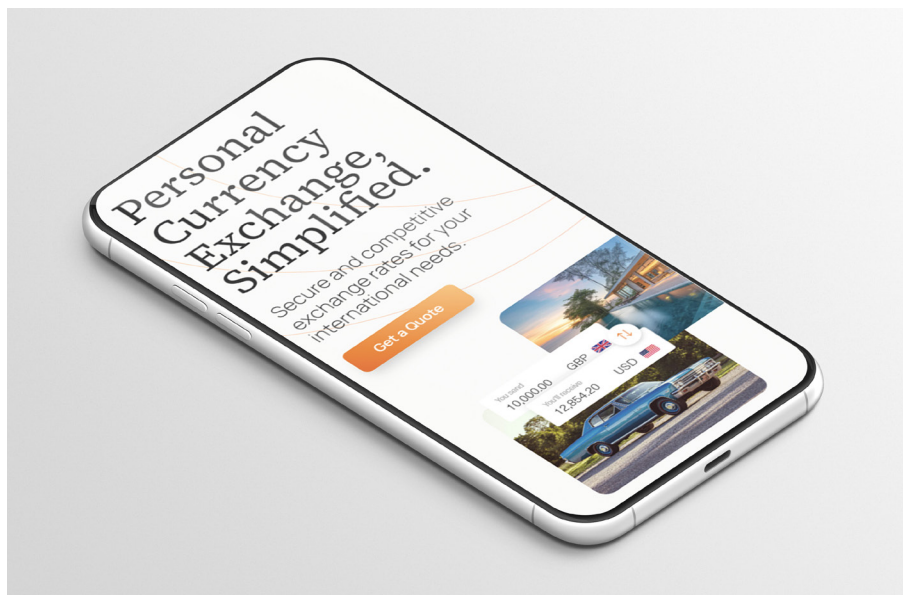
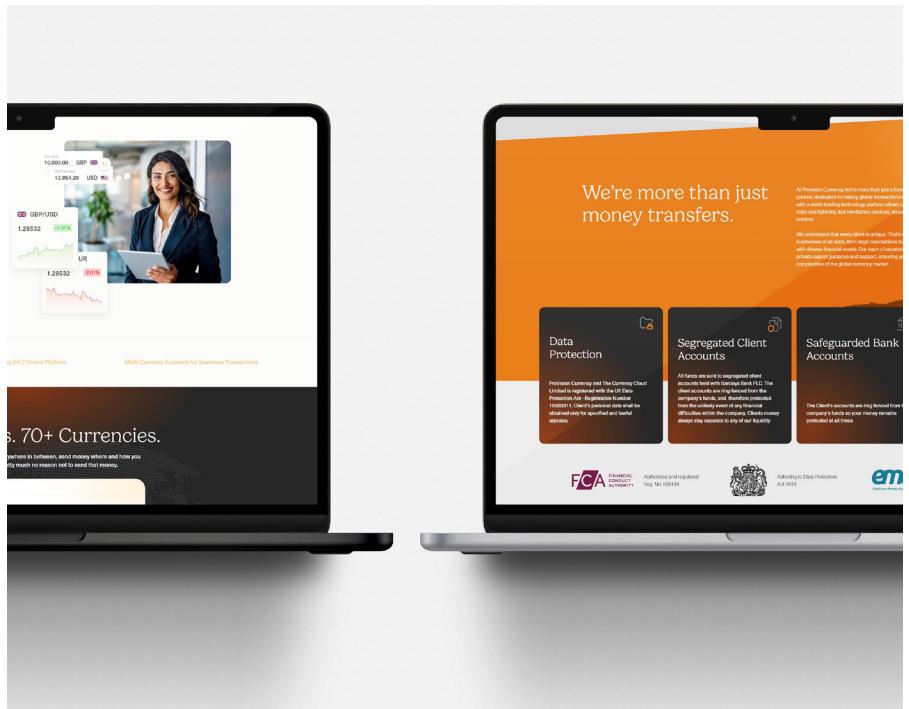
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### Reflection and Learnings

This project highlighted the importance of user-centered design and data-driven decision-making. It also emphasized the value of collaboration and clear communication with clients.

“I couldn't be happier with the website created by Damian! From the very beginning, he showed incredible attention to detail that made all the difference when choosing who to redesign my website. Every element was thoughtfully crafted, and he ensured my vision came to life exactly as I imagined! Not only did he nail the design, but his continuous support throughout the entire process (and beyond!) has been invaluable. Anytime I have a question or need an adjustment, he's quick to help, going above and beyond what I expected. If you're looking for someone who is dedicated, incredibly talented, and genuinely cares about your project, I highly recommend Damian. Thank you for helping me redesign the face of my company!!”



# 03

## Masiso

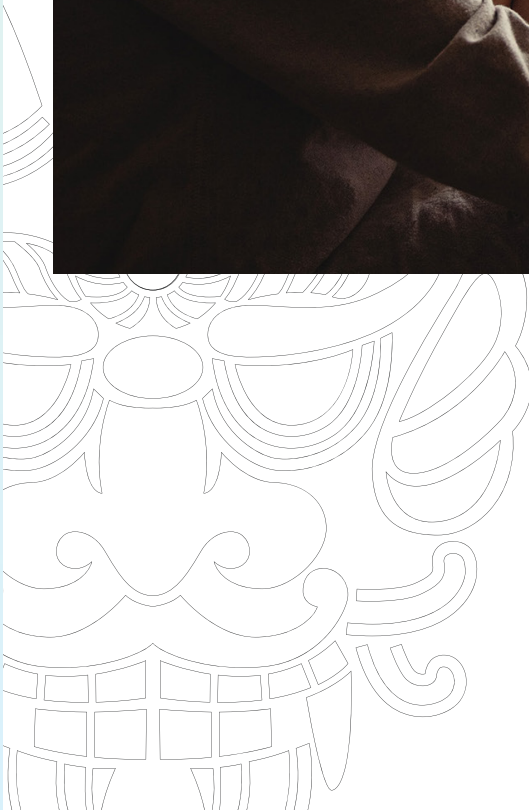
Masiso Korean Restaurant sought to establish a unique online presence and attract more customers. I designed a captivating brand identity and online experience, including a logo, visual identity system, and responsive website optimized for search engines (SEO). The website featured a user-friendly interface, online booking system, and integrated website chat.

The project resulted in a 40% increase in foot traffic, a 4.9-star average rating across review platforms, and a 30% increase in organic website traffic. The website also achieved a 20% click-through rate to the contact page, indicating increased user interest and engagement.

This project demonstrates my ability to create a comprehensive brand identity and online presence that effectively drives customer engagement and achieves business goals.



마시씨  
**MASISO**  
Restauracja Koreańska





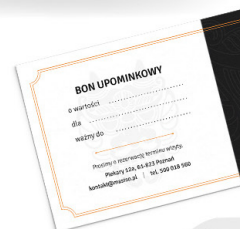
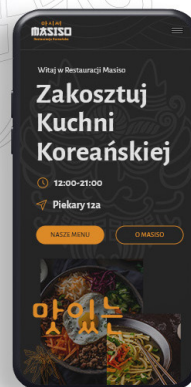
# Masiso

## Brand Identity Creation

To establish a strong brand presence, I began with thorough research and analysis of Masiso's target audience and the competitive landscape. This allowed me to identify opportunities to differentiate Masiso and create a brand identity that resonated with its ideal customers. The process involved crafting a visual identity that reflected Masiso's unique character and creating a cohesive brand experience across various touchpoints, both online and offline.

- **Logo Design:** Crafted a unique and memorable logo that captured the essence of Korean cuisine and Masiso's modern approach.
- **Visual Identity System:** Developed a comprehensive visual identity system, including typography, color palettes, and imagery, that reflected the brand's personality and values.
- **Marketing Collateral:** Created marketing collateral, such as menus, packaging, brochures, and social media graphics, that consistently reinforced the brand identity.

"From the very beginning of our journey with Masiso, Damian has been our trusted partner for all things design and web development. He helped us craft a unique brand identity that perfectly captures the essence of our Korean restaurant. The logo is modern and memorable, the color palette is vibrant and inviting, and the marketing materials are top-notch. But the real game-changer was the website Damian created. It's visually stunning, incredibly user-friendly, and has become a powerful tool for attracting new customers and managing online orders. Thanks to Damian's expertise, our online presence is stronger than ever, and we've seen a significant increase in both bookings and foot traffic. We highly recommend his services to any business looking to establish a strong brand and thrive in the digital age."



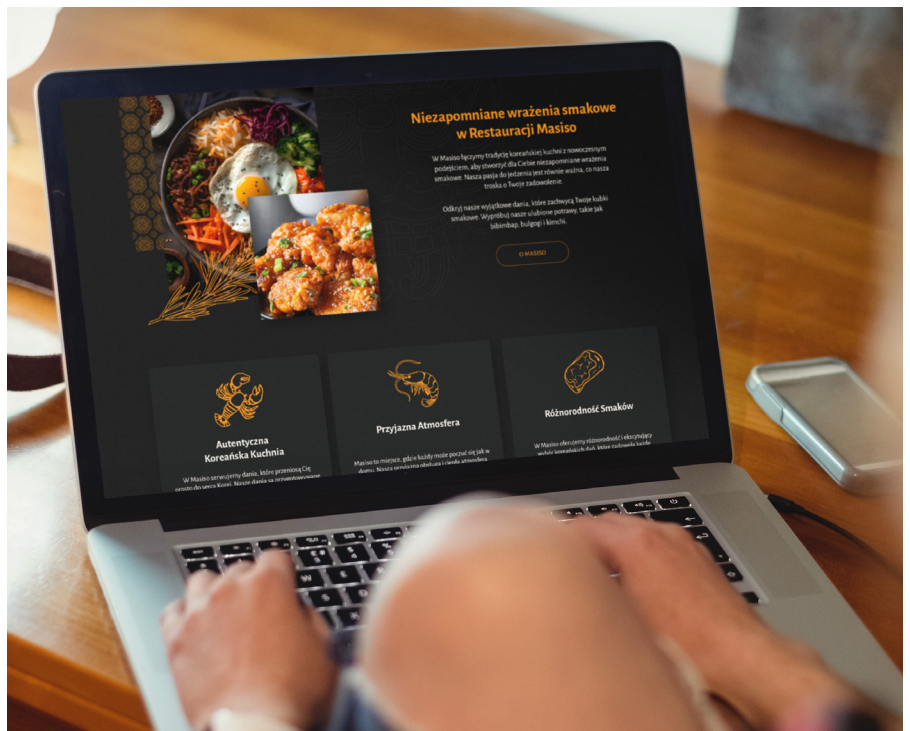


# Masiso

## Online Presence

To enhance Masiso's online visibility and drive customer engagement, I focused on creating a user-friendly and responsive website optimized for search engines (SEO). Through market research and analysis of the target audience, I identified key features and functionalities that would appeal to Masiso's ideal customers. This research-driven approach informed the website's design and development, ensuring that it met the needs and expectations of the target audience.

- Driving Traffic and Engagement:** I designed and developed a responsive website that achieved top 3 search engine rankings, driving 5.3k monthly visits. The website's intuitive interface catered to the 80% of users who accessed it from mobile devices, resulting in a 20% click-through rate to the contact page.
- Facilitating Reservations and Communication:** I implemented a streamlined online booking system and integrated a website chat feature, making it easy for customers to reserve tables and communicate with the restaurant. This focus on user experience and accessibility ensured a smooth and engaging online experience for Masiso's customers.

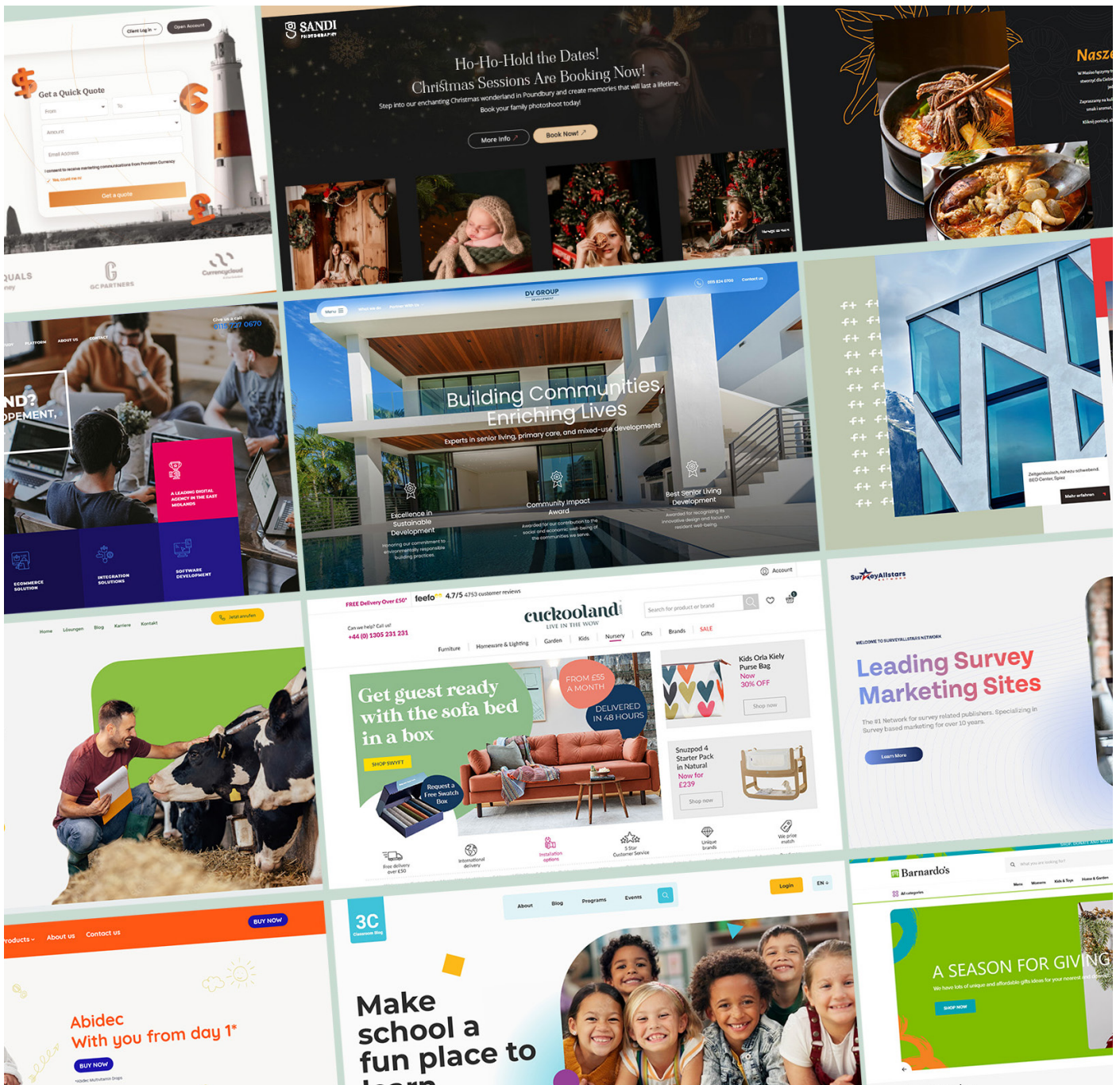




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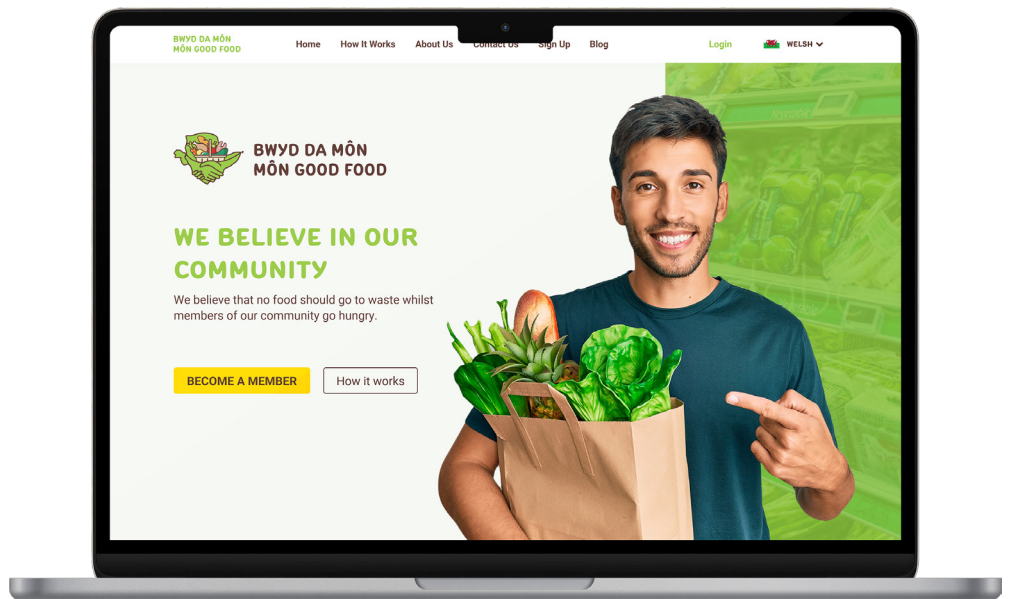
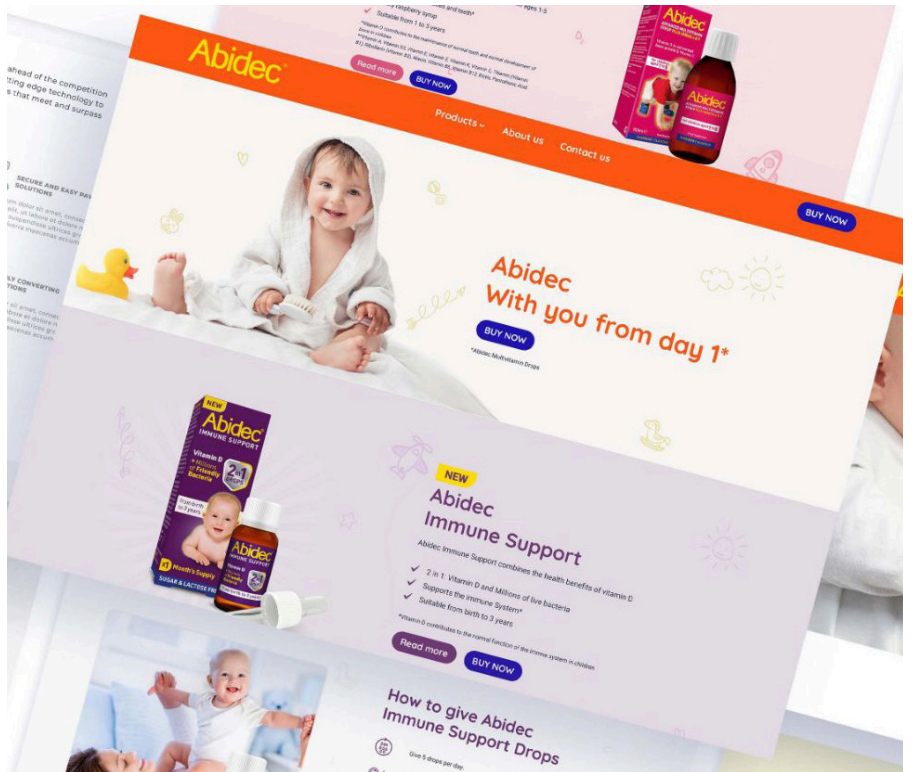
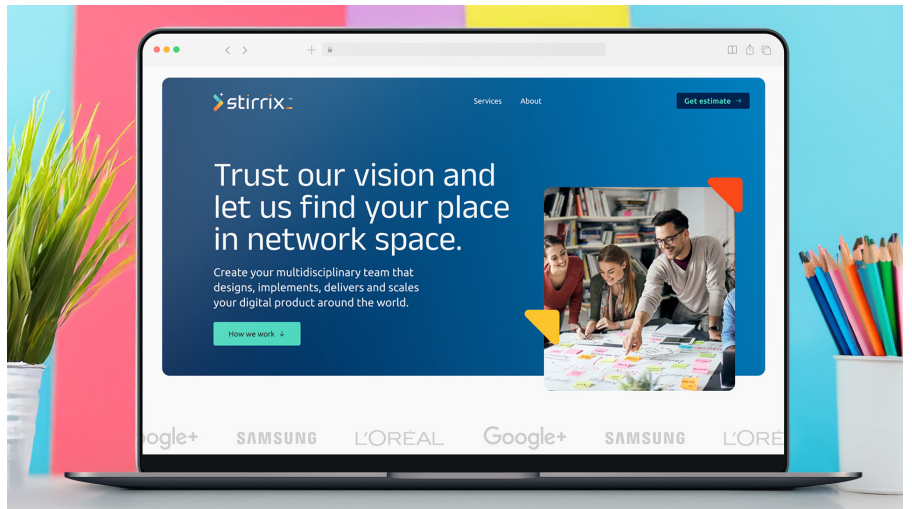
# Selected Works

Showcase of additional projects highlighting my diverse experience and skills in branding, web design, print design, email marketing, and digital marketing. These projects demonstrate my ability to create visually compelling and effective designs that drive results and elevate brands across various industries and platforms, showcasing my adaptability and passion for design excellence.



03

# Selected Works





# 03 Selected Works

