



Hello, I'm Damian Popiol

Highly motivated Web Designer and UX/UI Specialist with 20+ years of experience in crafting engaging and effective online experiences. Extensive expertise in web design, front-end development (HTML, CSS), WordPress, and SEO best practices. Proven ability to find creative solutions and deliver exceptional results that drive marketing goals, adapting to project needs and challenges. A proactive problem-solver dedicated to exceeding client expectations and ensuring project success.

Let's get to know each other

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Top Skills

UX Strategy & Research:

- UX/UI Design
- Wireframing & Prototyping
- User-Centered Design Principles,
- Usability Testing & User Feedback,
- AI-powered Design and Research
- Accessibility Best Practices,
- Internationalization,
- UX Metrics

Web Design & Development:

- Visual Design & Branding
- Interaction Design
- HTML, CSS, JavaScript, Responsive Design
- Web Standards, WordPress, Webflow, Shopify, Magento
- Performance Optimisation
- Testing & Debugging

Collaboration & Communication:

- Cross-functional Team Leadership
- Stakeholder Management
- Excellent Communication Skills

E-commerce Expertise:

- Conversion Rate Optimisation
- Data-Driven Design Decisions
- Product Page Optimisation
- Basket and Checkout Optimisation
- Category Page Optimisation

Experience

Freelance UX/UI Designer & Front-End Developer (2002 - Present)

- 20+ years of experience designing, developing, and optimising user-centered digital experiences for diverse clients, enhancing their online presence and marketing effectiveness across e-commerce, SaaS, and B2B sectors.
- Managed web design projects from client brief to delivery, including UX strategy, research, design, and front-end development.

Key Projects:

- Provision Currency: Led the UX redesign and development, achieving top 10 search engine rankings for target keywords, reduced bounce rate by 65%, and improved main CTA clicks by 82%.
- Masiso Korean Restaurant: Designed and developed the brand's online presence, achieving top 3 search engine rankings, driving 5.3k monthly website visits. Implemented responsive design (80% mobile traffic, 20% click-through rate).
- Passionate about collaborating with clients to deliver tailored UX solutions that exceed expectations.

Lead Designer, Cuckooland (2016 - 2024)

- Led comprehensive UX/UI design initiatives for Cuckooland's e-commerce platform, with a focus on accessibility best practices and internationalization to cater to diverse user needs. This resulted in a 45% increase in conversion rate and improved user engagement (time on page, bounce rate), demonstrating a data-driven approach and a strong understanding of UX metrics.
- Responsible for the UX/UI of the entire website, including navigation, product pages (including complex ordering systems), basket, popups, blog, guides, and more.
- Collaborated with cross-functional teams to deliver high-quality products that met user needs and business objectives.

Key projects and achievements:

Analytics and Tracking: Improved data collection and analysis by implementing Google Analytics 4, Tag Manager, Hotjar, Clarity, Fredhopper, Optimize and VWO, enabling better tracking of user behavior and A/B testing.

User-Centered Web Design: Redesigned the website with a user-centered approach, prioritizing user needs and accessibility across all devices. Conducted thorough user research, including A/B testing and user feedback analysis, to inform design decisions and ensure an optimal user experience.

Website Navigation and Homepage:

- Reduced the number of categories from 16 to 8 and introduced mega menus to improve navigation.
- Redesigned the homepage with a user-centered approach, focusing on accessibility and key sections like categories, best sellers, and new collections.
- Improved search functionality and accessibility on the navigation menu.

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Professional Development

IT Specialist (2002-2006), School No. 1, im. Wielkopolska Insurgents in Swarzedz

Extensive self-directed learning and continuous development in UX/UI design, front-end development, and e-commerce strategies through online courses, workshops, and industry publications.

Tools that I use

Design & Prototyping:

Adobe Creative Suite (Photoshop, Illustrator, etc.), Adobe XD, Figma,

User Research & Analytics:

Google Analytics, Hotjar, Clarity, Mixpanel, VWO, UserTesting, UserCrowd, CrownPeak (fredhopper)

AI-Powered Design and Research:

Chat-GPT, Gemini, Claude, Perplexity, DeepSeek,

Collaboration & Communication:

Asana, Jira, Slack, Microsoft Teams, Google Workspace

Development:

HTML, CSS, JavaScript, WordPress, Webflow, Framer, Shopify, Magento, Visual Studio Code

Languages

English - fluent

Polish - native

Interests

- Digital Design Trends
- Design Psychology
- Creative Problem Solving

Experience continued

Product Page Optimisation (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.

Basket and Checkout Optimisation:

- Introduced a mini-basket to streamline the shopping experience.
- Improved the checkout process, resulting in a 32% increase in basket completion rate and a 24% reduction in checkout abandonment.
- Enhanced the confirmation page to convert guest users to loyal customers.
- Reduced friction points and improved clarity in the checkout process.

Category Page Optimisation:

- Simplified category pages and improved navigation, resulting in nearly 40% increase in click-through rate to product pages.
- Introduced infinity scroll for seamless browsing.

Content and Brand Development:

Designed and developed SEO-optimised blog, Guides & Advice, and Brand pages to showcase information, promote products, build brand trust, and enhance customer engagement, driving increased organic traffic.

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.

Graphic Designer and Large Format Printer, E-Serwis (2009-2011)

Designed artwork for various projects, ensuring high-quality and visually appealing graphics. Managed a team to ensure smooth workflow and timely completion of projects.

Warehouse Coordinator, Adecco (2008-2009)

Led and trained a team to efficiently manage order fulfillment, product deliveries, and production capacity. Utilized data analysis to track key performance indicators and identify areas for improvement in warehouse processes.

IT Specialist, Agroplus (2005-2008)

Managed a team, overseeing order execution and ensuring timely completion. Handled and formatted vector data, demonstrating technical proficiency in data manipulation. Managed databases, ensuring data integrity and accessibility.