

Stef Domzalski

+447365433108 • sj.domzalski@gmail.com • [LinkedIn](#) ↗

Intro

User Experience & Product Designer with 4+ years' experience delivering measurable business impact for global SaaS, fintech and technology brands. I combine conversion psychology with systems thinking to design user journeys that drive growth - including doubling conversion rates, achieving a 32x ROI CRO programme and generating £350K+ in annual revenue from a single experiment. Confident leading workshops, mentoring and aligning stakeholders, with hands-on experience using AI tools to accelerate ideation, prototyping and testing.

Experience

PMG (formerly RocketMill) - UX Designer to Senior UX Designer

December 2022 - Present

- Delivered a 32x ROI CRO programme across global SaaS and fintech accounts - including one experiment that added £350K+ in annual revenue and a landing page redesign that doubled conversion rates (1.2% to 2.4%).
- Led end-to-end redesign of FXTM's SEM landing page, delivering +72.86% form completions in MENA (99% significance) and +9.09% globally across a 39-day test.
- Core design team member on PayPal - NPS 10/10 from stakeholders three quarters running, contributing to a 200% account scope increase.
- Built two internal tools using AI-assisted development: a batch screenshot tool (Puppeteer) and a translation workflow + Figma plugin that saved ~90% of translated asset production time.
- Mentor junior designers and ran AI tooling sessions (Cursor, v0, Lovable) across the team.

MOT Juice LTD - UX Designer

October 2020 - December 2021

- Carried out qualitative research (via remote user interviews) to gather information for product development, including a customisable dashboard for enterprise customers to optimise MOT operations across their business.
- Designed a scalable onboarding process to accommodate the needs of small to enterprise sized businesses. This saves MOT Juice ~80 hours per new enterprise client (projected).
- Applied knowledge of accessibility to redesign a core product feature for colourblind (Protanopia) users.

Flex by DSD - Customer Experience Manager

March 2020 - October 2020 (part-time)

- Wireframed and designed the core functionality of Flex, a behaviour change app.
- Collaborated with a sleep expert to produce a sleep programme delivered via app.
- Carried out qualitative research in the beta testing phase to inform product development direction.

Skills

UX & Research: User research (qualitative & quantitative), usability testing, A/B testing, heuristic evaluation, competitor analysis, discovery workshops.

Design & Prototyping: Wireframing, high-fidelity prototyping, responsive design, IA, AI tools (Cursor, v0, Lovable).

Technical & Tools: HTML/CSS (Grid & Flexbox), GA4, HotJar, UserTesting.com, Adobe Experience Manager, Claude Code, ChatGPT Codex, Git.

Strategy & Collaboration: Conversion strategy, stakeholder workshops, mentoring, strategic thinking.

Courses / Certificates

Interaction Design Foundation

- Human-Computer Interaction (March 2021)
- Interaction Design for Usability (April 2023)