# KATARZYNA HASNIK
## CX/UX RESEARCHER UX/UI DESIGNER

**Phone:** +353 (0) 871 64 00 71
**Email:** k.hasnik@gmail.com   katarzyna@hasnik.com
**Portfolio:** www.hasnik.com   behance.net/katarzynahasnik
**LinkedIn:** linkedin.com/in/katarzynahasnik/

Fully committed, passionate, greatly resilient Senior UX Designer, led my teams to double **Dell Apex Cloud Service** sales; improved **Sweap** Event Management Software by enhancing customer satisfaction through CX/UX/UI lean agile mentoring. Highly skilled and strongly committed to **Strategic Design Thinking CX/UX Researcher** and **UX/UI Designer** with RAI, Web3, Blockchain experience of proven ability to bring concepts to market launch, scale up business, leading **Human Centre Design** products. Excellent senior communicator, presenter and executor with high-quality **Agile**, **Lean**, **Scrum Master**, mentoring, and innovative creative thinking **team** and **leadership** skills. Determined and motivated to improve and grow **Customer User Experience** satisfaction, support the company's global expansion, achieving **teamwork** success.

# EXPERIENCE

**Business, CX/UX Researcher, UX/UI Designer**          Blockchain Ireland          **Sep 2024 - present**
• 4 times winner: A Block of Crypto, CryptoCracker, Quartz Pay, Abstrakta, 2 impressive highlights by HydroGentist, Colonii
• Conduct SWOT, lean market fit SaaS, customer, HCD research, UI competitors depth analysis for 6 clients, 3 in FinTech
• Develop a new design and market fit strategy based on new user stories, task flow journeys, UX writing jargon-free user-friendly language, accessibility design improvements, CTA - call to actions, open-question qualitative interviews, quantitative surveys, user stories, wireframes and prototype data analysis testing; strategically improve the branding identity, roadmaps, and pre and post-launch marketing strategy based on analysis of customer, and user research feedback; create new sales paths e.g. location pricing, and establish a new understanding of UX/UI designs to increase sales customer long-lasting retention; presenting to shareholders, stakeholders, Founders of 6 start-ups, guests, investors and Blockchain Ireland

**Lead UX/UI Designer** Teddlo August 2024
• Created an effectively practical AI beyond an answering tool; led MVP 1 to MVP2 in CX/UX/UI research designed strategy based on depth analysis of user stories, testing; implemented TechIreland National AI Challenge judges' feedback

**AI, CX/UX Researcher, UX/UI Designer**          Learnovate Trinity College          **June 2023 - July 2024**
• Guest Contributor at Trinity College Research Centre to RAI, CX/UX/UI research design in Commercial, Corporate EdTech

**UI/UX Design Tutor, Mentor**          Career Foundry          **June 2019 - February 2021 - present**
• Evaluated and improved UI/UX market fit projects, while mentoring global students on 1:1 by constructive feedback

**Strategic CX/UX Researcher, UX/UI Designer, UX/UI Mentor**          Hasnik Ltd          **June 2018 - October 2021 - present**
• New recent B2B project opportunities for the competition of Free Tax USA, Tax Act, and Cash App; mentored CX/UX/UI design mentees at e.g. Sweap - EventTech - global firm based in Germany, MentorCruise - global firm based in Switzerland
• Conducted CX/UX research, designed UX/UI SaaS product; monitored OKRs in various startups, scale-ups, F500 big tech; Conducted customer, user testing, results with product owners; designed low-mid-high wireframes, created rapid prototypes

**Senior Principle Product Designer**          Dell Technologies          **July 2021 - April 2022**
• Led product team, design systems, CX/UX research, SaaS product; executed successfully tested wireframes, prototypes, based on conducted user stories; presented directly to stake/shareholders, increased customer retention
• While being part of customer focused team and leading team through clear communication from a customer and user POV goals perspective erasing Dark Patterns in UX/UI. E.g. I led my team to double Dell Apex Cloud Service sales while significantly improving the customer-user experience. I noticed gaps in customer satisfaction by introducing user interviews/surveys. I proposed Lean Agile mentoring and implementing methods like Design Thinking, Double/Triple Diamond Technique, Funnel-Tunnel, SWOT, and User-Centred Design. Early testing and iterative processes were lacking in our project, and I introduced them to streamline development with a cross-check of the DevOps team. This success not only improved the product design team but also boosted other teams and overall our performance by **40%**. As a result, customer satisfaction increased by **25%**, and my leadership led to a contract extension, expanded responsibilities.

**Lead UX/UI Designer**          JFG Digital          **October 2020 - March 2021**
• Designed, directed product, developers' team, 3rd party; supported co-founders in presentations to VC investors
• I gained a strong reputation for merging cross-teams, DevOps, sales managers, which succeeded with a faster launch, increasing sales, customer satisfaction. I changed the lack of communication, no design thinking, initiated user interviews, testing, feedback early. I prioritised erasing the complexity of the user experiences/interfaces which was one of the main

reasons for abandoning purchases. I run Scrum Master User-Centric Design sprints, designed no-code wireframing, rapid prototyping design. Saved enormous amount of code, prevent waste of money&frustration. But, the outcome was a tangible success, the real proof of implementing an effective strategy regardless of initial hesitation, it wasn't easy but it was worth it.

**Lead UX/UI Designer, UX Researcher**    **Spire Software**    March - September 2020
• Designed low-high wireframes, prototypes, functionality test; led CX/UX research, UX/GUI design, SaaS concept to market; led GUI Designers, DevOps team, sprints as Scrum Master; conducted user interviews, market, competitors analysis; directed work with CEO, CTO, and presented to stakeholders, shareholders and Enterprise Ireland, Venture Capital
• I was hired as UX/UI Designer, quickly advanced to Lead. The team lacked communication between designers, engineers, executives, causing delays, and waste. The product was coded without CX/UX/UI strategy, or functionality testing. I restructured the entire interface, introduced agile, lean, led my team through scrum master sprints. This resulted in a customer-user-centered product. I completed the research, wireframes, prototyping, and successfully transitioned to a new exciting project. This experience taught me leadership, resilience, and the value of cross-functional collaboration.

**Senior Designer**    **Perigord Life Science Solutions**    April 2015 - June 2019
• Designed products, supported global teams, run KPIs, tested Quality Assurance of multi-language Pharma projects
• The most ambitious problem I've faced was at Perigord, where I worked with global pharmaceutical companies like Novartis, regulated by the FDA. I initiated building the workflow for my team by creating paths in Adobe Suite, optimizing lean teamwork, and reducing human errors that could lead to life-threatening consequences. This improved design time efficiency by **30%** and eliminated critical mistake crucial for our clients, users safety and business reputation.

# EDUCATION

**UCD University College Dublin Innovation Academy**    **Postmaster Degree**    January - July 2024
Full-Time Postgraduate Level 9, Market Validated Clients Projects, Creative, Innovative Thinking, Entrepreneurial Business Plan, Strategic Insights in Intrapreneur Career Path in Commercial Start-ups, Scale-ups Tech Companies

**Institute of Arts, Design and Technology**    **Full-Time Master Degree**    August 2021 - March 2023
Postgraduate Level 9, Master of Arts, Design for Change, IADT, Dún Laoghaire, Dublin, Ireland in association with Institute without Boundaries, George Brown College, Toronto, Canada, Market Validated Clients National, International Projects

**Career Foundry**    **Professional Diplomas**    May 2019 - March 2022
Part-time, Remotely, Berlin, Germany, Diplomas UX Research, UX/UI Design, Voice UI Design, UI Front-end Design

**Dublin Business School**    **Graduate Degree**    March 2019 - August 2020
Part-Time Graduate Level 7, Digital Marketing, E-Business, E-Commerce, SEO, SEM

**Nexus Human (New Horizons)**    **Professional Diplomas**    January - April 2015
Part-Time Professional Diplomas in Adobe Creative Cloud, Customer Validated Projects in User Interface Design

**University of Trade**    **Full-Time BA H Degree**    August 2005 - June 2008
Undergraduate Level 8, Honours Bachelor, Lodz, Poland, Visual Communication Digital Design, DTP Design, Computer Web Graphics, Customer Experience Research, Interaction and Interface Design, Psychology of Advertising, Marketing, Market Gaps Analysis, Business and Sales Management, CRM - Customer Relationship Management, SEO, SEM, etc.

# SKILLS

• Strategic CX/UX Research, Interviews, Surveys, Personas, Customer-User Stories, Journey Flows, Card Sorting
• Usability Testing e.g. Lyssna, Preferences A/B Multiply Testing, Sitemaps, Roadmaps, Customer/User Feedback
• Data Analysis of e.g. RAI-Responsible AI, Rainbow, Hit Map, Eye and Gestures Tracking, CTA-Call to Action
• Customer-User-Human-Centred Design, Design Thinking, Double-Triple Diamond Method, Funnel-Tunnel
• Business, Gap, Market, Competitors Analysis SWOT, PESTLE, 5 Forces Data, Presenting to Stake/Shareholders
• Customer-User Real Pain Solutions, Problem Solving, Scrum Master, Agile, UX Lean, Sprints, Storytelling
• Customer-User Retention, Negotiation, OKRs Execution, Strong Leadership, Excellent Teamwork, Stand-ups

## SKILLS

• Figma, Sketch, AdobeXD, Balsamiq, Marvel, Zeplin, Adobe Illustrator, InDesign, Acrobat, Photoshop, Lightroom
• Effective usage of collaborative work on whiteboards Miro, Mural, FigJam, Draw, OmniGraffle, Lucidchart
• Responsive Design, Low, Mid, High Wireframes, Rapid Prototypes, iOS/Android Native Systems, IoT, PaaS, IaaS, SaaS
• Information Architecture, Design Systems, Components Libraries, UX/UI Patterns and Design Style Guides
• Principle, Proto, Keynote, Functionality Quality Assurance Testing, achieving Flinto, Axure, Jira, Code DevOps
• Moodboards, Storyboards, Company Branding Identification, Logo, DTP, Mockups, Computer Graphics, Web
• Emerging AI in SaaS and PaaS, Discord, MidJourney, Dall-E, Open AI ChatGPT, Otter, Unsplash, MS Copilot
• Accessibility and Heuristic Design, W3C, NNGDesign, Visible and Invisible Disabilities User Testing
• EAA - European Accessibility Act, Government Compliance CCPA, CPRA, CDPA, GDPR, Cross-Market Policies
• Emerging Web3 Blockchain, Lighting, Liquid Data Privacy Security, Human-User-Centered Design for DApps, Smart Contract Interaction and Product Design, Usability Testing for Blockchain Interfaces, Decentralized Identity Management, Mobile First Design and Desktop Wallets, Transaction Flow Design, Token Economy
• Customer/User Trust and Security Design Principles, Ethical Work and AI User UX Considerations
• SaaS E-commerce for B2B, B2B2C, B2C, CX/UX/UI Intuitive Onboarding and Education Design
• Interaction Patterns in Decentralized SaaS/PaaS, Cross-Chain CX/UX, DevOps, Project Management Teams
• Validation of product through trustworthy authentic lasting purchases by removing waste and dark patterns

## PROFESSIONAL ACHIEVEMENTS

• National AI Challenge TechIreland, powered by Google, Enterprise Ireland, Data2Sustain-European Digital Innovation Hub, OpenAI, ITAG Innovation Technology AtlanTec Gateway, Code Institute, Codú, Jarvic.ai, Guinness Enterprise Centre
• DesignRush Reward for "The 9 Best Chat App Designs That Redefine Modern Communication", USA
• UX/UI Design Mentor and Ireland Tech Event Manager, Co-host at Dublin ADPList - Amazing Design People List, USA
• Mentor at CoderDojo, Raspberry Pi Foundation at Dogpatch Labs, CHQ, Dublin, Ireland
• SaaStock, Dublin Tech Summit in RDS in Dublin and BETT EdTech with Learnovate, Trinity College, Excel in London, UK
• Member of Professional Tech Networks, NDRC- National Digital Research Centre, Ireland
• Speaker at Tech and UX/UI Webinars, Career Foundry, MentorCruise, GemPool in Dublin, Ireland and in EU

## PERSONAL INTERESTS

• Visual Artist, Graphic Illustrator, Accredited Visual Arts BootCamp, Drawin' Together, Ireland, ArtBoxy, Zürich, Switzerland
• Alliance Française Member, Beginner A1 Level, Dublin, Ireland
• Member of Financial and Investment Education and Services, Copenhagen, Denmark
• Sailor, Race Committee Assistant at Howth, Dún Laoghaire and Wave Regatta, Howth: Cape 31, Cruiser 0, 1, 2 category
• Road Trips e.g. Route 1, the Ring Road Iceland, Full Irish Driving Licence Category B, Motorcycle Learner Permit Licence

## CLIENT, BUSINESS AND TEAM FOCUS

• Global business travels to clients with Irish and Polish, EU Passports when required
• Based in Dublin, Ireland,
• Specialise B2B, B2B2C, B2C (external and internal customers), in E-commerce, Retail, HealthTech, EdTech, FinTech, User Compliance Design, Regulatory Technology - RegTech, RAI - Responsive AI, Accessibility User Design, Globally scaling B2B and B2C Start-ups, Scale-ups, Small-Mid-Large and Big Tech, F500