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

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Highly skilled and strongly committed to **Strategic Design Thinking CX/UX Researcher** and **UX/UI Designer** with **AI, Web3** advanced experience of proven ability to bring concepts to **GTM** launch, scale up business, and leading **Human Centre Design** products. Excellent senior lead communicator, presenter and executor with high-quality **Agile**, **Lean**, **Scrum Master**, mentoring, and innovative creative thinking **team player** and **leadership** skills. Determined and motivated to improve and grow **Customer User Experience** satisfaction, support the company's global expansion, and achieving **teamwork** success.

EXPERIENCE

Founder | CEO & CTO | Product Lead   **Fehur | UCD, IA**   **Jan 2024 - Jan 2025**
• Found and led product design in FinTech B2B AI Start-up by HCD between finance, education and health of employees.
• Shaped AI-driven product vision by e.g. Design Thinking, GTM, Business Canvas Model, improving employee retention by **15%** and financial savings by **25%**, enhancing well-being and job satisfaction by **35%**.

Strategic Lead CX/UX Researcher | UX/UI Designer   **Hasnik Ltd | B2B Contracts**   **Oct 2021 - Jan 2025**
• Led my product teams to double **Dell Apex Cloud Service** sales by strategising CX/UX research and product design.
• Improved **Sweap** Event Management Software by enhancing customer satisfaction through lean agile mentoring.
• Implemented competitive analysis: **Free Tax USA, Tax Act, and Cash App** to boost financial products at an early stage.
• Mentored CX/UX/UI design leads, and senior mentees at e.g. **Sweap,** Germany, **MentorCruise,** Switzerland etc.
• Conducted CX/UX research, designed 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, rapid prototypes.
• During National AI Challenge as **Lead UX/UI Designer** at Teddlo, AI Tutor, I led MVP 1 to MVP2 in CX/UX/UI research designed strategy based on depth analysis of user stories, testing while implementing TechIreland judges' feedback within close collaboration with Founders, CEO and CTO.

UI/UX Design Tutor, Mentor   **Career Foundry**   **Jun 2019 - Jan 2025**
• Evaluated and improved UI/UX market fit projects, while mentoring global students on 1:1 by constructive feedback.

Business GTM | CX/UX Researcher | UX/UI Designer   **Blockchain Ireland**   **Sep - Dec 2024**
• 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.

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

Senior Principle Product Designer   **Dell Technologies**   **Jul 2021 - Apr 2022**
• Led product team, design systems, CX/UX research, SaaS product; executed a successfully tested wireframes, prototypes, based on conducted user stories; presented directly to stake/shareholders, increased customer retention
• While being part of successful 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   Oct 2020 - Mar 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   Mar - Sep 2020
- Designed low-high wireframes, prototypes, functionality tests; 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   Apr 2015 - Jun 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%** eliminatinh critical mistakes crucial for our clients, users safety and business reputation.

EDUCATION

UCD University College Dublin Innovation Academy   Full-Time Postmaster Degree   Jan - Jul 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   Aug 2021 - Mar 2023
Thesis: HealthTech-Vision Augmentation AR/VR/MX Technologies. Prior: Bionic Limbs, Smart Prosthetics, Nano and Bio Technology, AI Robotics. 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, GTM Client International Projects

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

Dublin Business School   Graduate Degree   Mar 2019 - Aug 2020
Part-Time Graduate Level 7, Digital Marketing, E-Business, E-Commerce, SEO, SEM

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

University of Trade   Full-Time BA H Degree   Aug 2005 - Jun 2008
Thesis: HealthTech-Vision Augmentation Technologies. 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

- Figma, Sketch, AdobeXD, Balsamiq, Marvel, Zeplin, Adobe Illustrator, InDesign, Acrobat, Photoshop, Lightroom
- 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
- Responsive Design, Low-High Wireframes, Rapid Prototypes, iOS/Android Native Systems, IoT, PaaS, IaaS, SaaS
- Customer-User Real Pain Solutions, Problem Solving, Scrum Master, Agile, UX Lean, Sprints, Storytelling

SKILLS

- Customer-User Retention, Negotiation, OKRs Execution, Strong Leadership, Excellent Teamwork, Stand-ups
- Strategic CX/UX Research, Interviews, Surveys, Personas, Customer-User Stories, Journey Flows, Card Sorting
- Effective usage of collaborative work on Notion, Slack, Miro, Mural, FigJam, Draw, OmniGraffle, Lucidchart, etc.
- Business, Gap, Market, Competitors Analysis SWOT, PESTLE, 5 Forces Data, Presenting to Stake/Shareholders
- Information Architecture, Design Systems, Components Libraries, UX/UI Patterns and Design Style Guides
- Principle, Proto, Keynote, Functionality Quality Assurance, achieving Flinto, Axure, Jira, Code DevOps, AfterEffects
- 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, and the United Kingdom
- Sailor, Race Committee Assistant at Volvo Race, 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 License
- Volunteering across various causes e.g. Special Olympics and Paralympics in Zakopane, Poland
- Qualifications and teaching practice in Pilates, Fitness, Yoga, Sport Holistic Health Therapy with AWF, ITEC and RYS international accreditation and Montessori Education, FETAC - Poland, Holland, Belgium, United Kingdom, Ireland

CLIENT, BUSINESS AND TEAM FOCUS

- Based in Dublin, Ireland, open to global business travels (Irish & Polish EU Passports), lived in 5 EU countries
- Specialise B2B, B2B2C, B2C in HealthTech, EdTech, FinTech, E-commerce, Retail, User Compliance Design, Regulatory Technology - RegTech, RAI - Responsive AI, Accessibility User Design and EU Acts
- Experienced with AI, Web3, Blockchain, Crypto and scaling start-ups, scale-ups, small-mid-large and Big Tech, F500

Thank you,
Kind Regards,
Katarzyna Hasnik