

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, 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 Experience** and **User Experience** satisfaction, support the company's global expansion and achieve **teamwork** success. Incredibly passionate about FinTech, EdTech, HealthTech, AI, Web3 and Blockchain decentralisation.

EXPERIENCE

CX/UX Researcher, UX/UI Designer at Blockchain, Sep'24-present

- Development of Blockchain, Web3 in 6 start-ups, 3 in FinTech
- Conducting Market, CX/UX research analysis in Blockchain Web3
- Cohort 1: QuartzPay, Colonii-Digital IP Avatars, Abstrakta-Research
- Cohort 2: CryptoCracker, Block of Crypto, HydroGenist

Lead UX/UI Designer at Teddlo, Aug'24

- Created an effectively practical AI beyond an answering tool
- Led MVP 1 towards MVP2 in UX/UI research designed strategy
- Implemented Techedland National AI Challenge judges' feedback

Learnovate, Trinity College Research Centre, Jun'23-Jul'24

- Guest Contributor to AI, UX/UI research design in EdTech

UI/UX Design Tutor at Career Foundry, Feb'21-present

- Evaluated, improved UX/UI projects, mentored students on 1:1

CX/UX Researcher, UI Designer, Mentor at Hasnik Oct'21-present

- Conducted CX/UX research, designed UX/UI SaaS product
- Monitored OKRs in various projects, start-ups, scale-ups, big tech
- Conducted customer, user testing, results with product owners
- Designed low-mid-high wireframes, created rapid prototypes
- Mentored UX/UI mentees at e.g. Sweap-EventTech, MentorCruise

Senior Principle Product Designer at Dell, Jul'21-Apr'22

- Led product team, CX/UX research and SaaS design products
- Executed successfully UX/UI wireframes, prototypes, systems
- Presented directly to stake/shareholders, investors, customers
- Designed and increased CX/UX of Dell Apex Cloud Service

Lead UX/UI Designer at JFG Digital, Oct'20-Mar'21

- Designed, directed product, developers' team, 3rd party
- Supported co-founders in presentations to VC investors

Lead UX/UI Designer, UX Researcher, at Spire, Mar'-Sep'20

- 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 shareholders

Senior Designer at Perigord Life Science Solutions, Apr'15-Jun'19

- Designed products, supported global teams, and run KPIs
- Tested Quality Assurance of multi-language Pharma projects

EDUCATION

UCD, Innovation Academy, Jan-Jul'24, full-time

Level 9, Clients Projects in Creative, Innovative Thinking, Entrepreneurial Business Plan, Strategic Insights in Intrapreneur Career Path in Companies

Institute of Arts, Design and Technology

Aug'21-Mar'23, full-time

Level 9, Master of Arts, Design for Change in work with Institute without Boundaries, George Brown College, Toronto, Canada, Clients Projects

Career Foundry, May'19-Mar'22, part-time

Diplomas UX Research, UX/UI Design, Voice UI Design and UI Front-end Design

Dublin Business School, Mar'19-Aug'20, part-time

Level 7, Digital Marketing, E-Business, SEO, SEM

Previous: Certifications Nexus Human (New Horizons) in Adobe Creative Cloud, Interface Design and University of Trade, full-time, Level 8 Honours Bachelor in Visual Communication Digital and DTP Design, Computer Web Graphics

SKILLS

- UX Research, Interviews, Surveys, Personas, Customer-User Story, User Journey Flows, Usability Testing, Preferences A/B Testing
- Site-Road Maps, Card Sorting, User Feedback
- Customer-User-Human-Centred Design,
- Design Thinking, Double-Triple Diamond, Funnel, Gap, Market, Competitors SWOT, PESTLE, 5 Forces Data Analysis, Presenting
 - Problem Solving, Scrum Master, Agile, Lean, Sprints, Storytelling, Negotiation, Leading, OKRs Execution and Excellent Teamwork
- Figma, Sketch, AdobeXD, Balsamiq, Marvel, Zeplin, Adobe Illustrator, InDesign, Acrobat, Photoshop, Lightroom, Miro, Mural, FigJam, Draw, OmniGraffle, Lucidchart, Lyssna
- Low-High Wireframes, Rapid Prototypes, iOS/Android Native Systems, IoT, PaaS, IaaS, SaaS
- Information Architecture, Design Systems, Components Libraries, Patterns and Style Guides

SKILLS

- Principle, Proto, Keynote, achieving Flinto, Axure, Jira, Code DevOps Functionality Quality Assurance Testing
- Information Architecture, Design Systems, Components Libraries, UI Patterns and Design Style Guides
- Moodboards, Storyboards, Story Telling, Branding, Logo, DTP, Mockups, DTP Computer Digital Website Graphics
- AI: Discord, MidJourney, Dall-E, ChatGPT, Otter, Unsplash, Heuristic, Accessibility Design, W3C, NNGDesign
- User-Centered Design for DApps, Smart Contract Interaction Design, Usability Testing for Blockchain Interfaces, Decentralized Identity Management, Wallet and Transaction Flow Design, Trust and Security UX Principles, Onboarding and Education for Web3 User, Interaction Patterns in Decentralized Platforms, Token Economy UX Considerations, Cross-Chain Customer-User Experiences

ACHIEVEMENTS AND INTERESTS

- 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 [ADPLIST - Amazing Design People List](#), USA.
- Mentor at [CoderDojo](#), [Raspberry Pi Foundation](#) at [Dogpatch Labs](#), [CHQ](#), Dublin, Ireland.
- [Dublin Tech Summit](#) Attendee, [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.
- 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.
- Race Committee Assistant at Volvo Race, Dún Laoghaire and Wave Regatta, Howth: Cape 31, Cruiser 0, 1, 2 category.

BUSINESS FOCUS

- Open to Business Travel with an Irish, Polish, EU Passport when required.
- Full Irish Driving Licence Category B and Motorcycle Learner Permit License.
- To specialise further in FinTech: Blockchain, Web3, Payments, Banking, Insurance, Lending and Credit, Wealth Management and Investments, Cryptocurrencies, Regulatory Technology - RegTech, Financial Data and Analytics, Personal Finance Management, AI, Financial Education Technology.

PERSONALITY TYPE

16 personalities: "Nothing lights up Advocates like creating a solution that changes people's lives.

INFJ-T = The Advocate, The Insightful Visionary, The Counsellor

Top 10 VIA Character Strengths:

1. Business and Creativity: Brainstorming, coming up with new ideas, from concept to execution, and designing visuals.
2. Perspective: Seeing opportunities versus issues, keep evolving and investing in personal and professional growth.
3. Leadership: Ability and willingness to lead and guide well the team to reach the best goal-oriented solutions by applying values, motivating, empowering, inspiring, supporting and boosting independence and growth.
4. Love of learning: Tech-savvy (AI, AR/VR/MX programs, tools, and skills), constantly learning and expanding knowledge.
5. Teamwork: Adaptive collaboration, engaged in helping others, encouraging others to have a voice and to share an opinion. Seeing value in diversity and inclusivity.
6. Curiosity: Expanding interest in everything that is fascinating and that requires attention and change for the better.
7. Honesty: Honest, responsible, following in work ethics, directing, managing and leading by example.
8. Bravery: Fearless. Well-calculated risk scenarios. Determined to take action as actions speak more than words.
9. Appreciation of Beauty & Excellence: Noticing beauty in design, and surroundings, creating eye-catching, aesthetic visuals, seeing imperfection as beauty unique to human nature and helping teams to become better.
10. Love: Positive, mindful, joyous approach to life, gratitude for what I have and who I am.