KATARZYNA HASNIK
SENIOR LEAD UX/UI DESIGNER

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Strongly committed to **Strategic Design Thinking Senior/Lead UX/UI Designer** and **CX/UX Researcher** with 15 years of experience of proven ability to bring concepts to market launch, scale up business, and lead Human Centre Design products. Excellent 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.

Education

Jan-Jun 2024
Level 9
Full-time

UCD, Innovation Academy
Creative and Innovative Thinking
Entrepreneurial Business Plan
Intrapreneur Strategic Insights
Conducted Clients Projects

2021-2023
Level 9
Full-time

Institute of Arts, Design and Technology, Master of Arts Design for Change
Strategic UX Research, UX/UI Design
Institute without Boundaries, George
Brown College, Toronto, Canada
Designed Clients Projects

2023-2024
Member Badge

Learnovate, Trinity College Research Centre
AI, UX/UI Design Guest Contributor

2019-2022
Diplomas

Career Foundry
UX Research, UX/UI Design, Voice
UI Design and UI Front-end Design

2019-2020
Level 7

Dublin Business School
Digital Marketing, E-Business, SEO, SEM

Certifications

Nexus Human/New Horizons
Adobe Creative Cloud, Interface Design

Level 8
Full-time

University of Trade Honours Bachelor
Visual Communication Design, DTP
Computer Digital Website Graphics

Technical UX/UI Skills

• Figma, Sketch, AdobeXD, Balsamiq, Marvel, Zeplin, etc.
• Illustrator, InDesign, Acrobat, Photoshop, Lightroom
• Miro, Mural, FigJam, Draw, OmniGraffle, Lucidchart
• Low-Mid-High Wireframes and Rapid Prototyping
• iOS+Android Native Systems, IoT, PaaS, IaaS, SaaS
• Lyssna, Principle, Proto, Keynote, (ach: Flinto, Axure)
• Information Architecture and Design Systems
• Components Libraries, Patterns and Style guides
• Mood-Storyboards, Branding, Logo, DTP, Mockups
• Discord, MidJourney, Dall-E, ChatGPT, Otter, Unsplash
• Heuristic and Accessibility Design, W3C, NNG

Experience

Lead UX/UI Designer
Teddlo, August 2024
• Created an effectively practical AI beyond an answering tool
• Led MVP 1 UX/UI designed strategy, wireframes, prototypes

UI/UX Design Tutor - Mentor Team
Career Foundry, Feb 2021-present
• Evaluated, improved UX/UI projects, mentored students

UX/UI Mentor, Researcher, Designer
MentorCruise e.g. Sweap, May 2022-Dec 2023
• Improved SaaS startups product designs, monitored OKRs
• Consulted user test results with product owners, clients

Senior Principle Product Designer
Dell Technologies, Jul 2021-Apr 2022
• Led team, UX research and SaaS design products
• Executed successfully wireframes, prototypes, systems
• Presented directly to stake/shareholders, investors
• Designed and increased CX/UX Apex Cloud Service

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

Lead UX/UI Designer + UX Researcher
Spire Software, Mar 2020-Sep 2020
• Designed low-high wireframes, prototypes, functionality test
• Led UX/CX SaaS concept to market, GUI and DevOps team
• Conducted user interviews, market, competitors analysis
• Co-worked with CEO, CTO, presented to shareholders

Senior Designer
Perigord, Apr 2015-Jun 2019
• Designed products, supported global teams, run KPIs
• Tested Quality Assurance of multi-language projects

Professional UX/UI Skills

• UX Research, Interviews, Surveys, Test Data Analysis
• 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, Presenting
• Design Thinking, Double-Triple Diamond, Funnel
• Problem Solving, Scrum, Sprints and Storytelling
• Negotiation, Leading, OKRs Execution and Teamwork
• Gap, Market, Competitors SWOT, PESTLE, 5 Forces

Achievements and Interests

• Leading UX/UI Design for Teddlo at National AI Challenge organised by TechIreland, powered by Google, Enterprise Ireland, Data2Sustain-European Digital Innovation Hub, OpenAI, in partnership with ITAG Innovation Technology AtlanTec Gateway, Code Institute, Codú, Jarvic.ai. Presenting in Dogpatch Labs, Dublin, Ireland.
• 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, Ireland.
• BETT EdTech with Learnovate, Trinity College Research Centre, Excel in London, United Kingdom.
• Member of Professional Tech Networks, staying up to date with NDRC, National Digital Research Centre, Ireland.
• Speaker at Tech and UX Webinars, GemPool, Dublin, Ireland.
• Visual Artist and Graphic Design Illustrator - Accredited Visual Arts BootCamp and Drawin' Together, Dublin, Ireland.
• Race Committee Assistant at Volvo Race, Dún Laoghaire and Wave Regatta, Howth: Cape 31, Cruiser 0, 1, 2 category.
• Alliance Française Member, Learning French - Beginner Level, Dublin, Ireland.
• Member of Female Invest, Financial and Investment Education and Services, Copenhagen, Denmark.

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 Counselor

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, programs, tools, and skills), constantly learning and expanding knowledge.
5. Teamwork: Adaptive collaboration, engaged in helping others, encouraging others to have a voice and 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.

Business Focus

• Open to Business Travel with an Irish and EU Passport when required.
• Full Irish Driving Licence Category B and Motorcycle Learner Permit License.
• Remote, Hybrid and On-site roles are welcome. Preferably remote and hybrid.
• Open to full-time employee or contractor B2B long terms roles (registered Hasnik Ltd October 2021).
• To be dedicated to a forward-thinking environment where new ideas and approaches are welcome.
• To specialise further in FinTech (Payments, Banking, Insurance, Lending and Credit, Wealth Management and Investments, Blockchain and Cryptocurrencies, Regulatory Technology - RegTech. Financial Data and Analytics, Personal Finance Management, AI, Financial Education Technology - FinEdTech).

Thank you.
Kind Regards,
Katarzyna Haśnik

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