

Paula Wrzecionowska

UX/UI Designer

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Work Experience

Forterra NW, Seattle, WA (2019 - Present)

Creative Services & Event Manager

- Creative design of event attendee experience and proactive research on how to make the product better within time, finance, and space constraints.
- Execution and coordination of marketing campaigns for multiple remote teams within the organization.
- Creative design of the signage, nametags, brochures and other deliverables.
- Input and feedback for the landing pages and printed deliverables for the creative services team.
- Active collaboration with graphic designers and web developer to deliver the projects within scope and on brand.
- Setting expectations and managing communications on deliverables with internal and external stakeholders.

Informa (Finovate), Seattle, WA (2016 - 2019)

Global Events Manager

- Designed the look & feel and attendee journey of multi-days fintech events from conception to delivery - created customer journey, branding, exhibition spaces while collaborating with AV, decorators and internal cross-functional teams.
- Creative design of signage, complex floorplan layouts and printed collaterals in collaboration with the graphic design team.
- Led production teams and supervised onsite teams (up to 100) to ensure the best attendee and stakeholder experience.
- Active problem-solving of the event design and execution challenges: acted as the first point of contact for delegates and sponsors.
- Managed events in San Francisco for 1,200+, Hong Kong for 600+, launch event in Dubai for 400+ attendees with budgets up to USD \$1M.

Education

Designlab

Certificate: UX and Visual Design

Bellevue College

Certificate: Marketing

Academy of Physical Education in Poznan, PL

BA & MA: Tourism Management

Skills

Design

UX Design, UI Design, Visual Design, Prototyping, Wireframing, Typography, Mockups, Style Guides, Information Architecture, Branding

Research

User Research, Card Sorting, Heuristic Evaluation, Competitive Analysis, Personas, Usability Testing

Tools

Figma, Sketch, InVision, Miro, Optimal Sort, AutoCAD, Adobe Illustrator, Adobe XD