










Mateusz Karpiński

Most recently, I worked as a Junior SEO Specialist for two years. I try to be a multidisciplinary person because of the particularly wide range of fields that have a direct impact on the construction of digital products, especially their customisation for users. For this reason, I seek knowledge from various fields such as Frontend Development, SEO or User Experience. Maybe one day I will manage to become the proverbial "Unicorn".

Contact

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Education Quality

- 2020 - 2021 Białystok University of Technology
User Experience Design and web analytics, Postgraduate studies
- 2018 - 2020 Białystok University of Technology
Mnagement and production of engineering, Master degree
- 2014 - 2018 Białystok University of Technology
Mnagement and production of engineering, Engineer degree

Skills

- HTML
- CSS
- React
- JavaScript
- Material UI
- NPM
- GIT
- Visual Code Studio
- Adobe Xd
- Figma
- Adobe Illustrator
- Microsoft Office

Language

- English communicative
- French basic

I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).



Work Experience

- 10.2020 - 07.2022 **Junior SEO Specialist**
WeNet Group S.A.
- 2022 **Web design - Portfolio**
(Figma + HTML + CSS + React/ JavaScript)
mateuszkarpinski.netlify.app
- 2022 **Web design - Furniture Zone**
(Figma + HTML + CSS + React/ JavaScript)
furniture-zone.netlify.app
- 10.2020 - 06.2021 **SegreApp mobile app design**
Project within the postgraduate studies
- 09.2017 **Intern, AC Spółka Akcyjna, Białystok**



Educational Experience

- 05.2022 - 06.2022 Product Design Level UP DaftCode, El Passion.
- 11.2021 - 12.2021 Product Design Beginners DaftCode, El Passion.
- 09.2018 - 06.2019 Student, Polytechnic Institute of Viana do Castelo, Portugal, Program Erasmus+.
- 07.2017 Student, Summer School, Zhejiang University Ningbo Institute of Technology, China.



Skills

- Extensive knowledge and competences in the field of SEO. Optimization of websites in terms of Google search results. Selection of monitored phrases Analysis of the link profile, general visibility and the position of phrases. Ability to use tools: Senuto, Semrush, Ahrefs, Screaming Frog, Google Search Console, Google Analytics. Detecting errors in loading html and css resources. Building an SEO strategy based on the specificity of the clients industry and the assumed sales goals.
- Familiarity with the UX design path from the user research carried out to the realisation of the Hi-Fi mock-ups. This includes persona creation, value proposition canvas, customer journey, building business models based on the Business Model Canvas, brand strategy assumptions and information architecture.
- Flexibility and adaptability to a new working enviroment.
- Sense of responsibility for projects.
- Attention do detail.
- Creativity.



Hobbies

- Technology / Traveling