

IZABELLA BIAŁKOWSKA

Almost 4 years of UX/UI designer experience and around three years of the marketing experience. I am delivering creative and innovative solutions, working successfully both in groups and alone. High motivated and extremely eager to develop.

ABOUT ME

I am

accessibility guard and the voice of the user and advocate for the users needs while balancing the business goals.

My goal is

to turn clients ideas into accessible, useful, and elegant solutions that will fulfill their vision by solving users' problems.

My dream is

to create a strong UX community! I've created an Instagram account - @uxmornings to get to a wide range of wonderful people who are interested in product design and development.

My abilities include

concept development, UX design, wireframing, layout design, interaction design, prototyping, conducting UX workshops, user Interviews, UX audit, observation, Google Venture Design Sprints, Heuristic evaluation, design collaboration, problem thinking, look and feel development, benchmarking, leading a team of several designers, listening and communication

Proficient in

Figma, Illustrator, Adobe XD, Sketch, Miro, InVision, Slack, UXpin, Jira, Harvest, Zeplin, Principle

I graduated from

the Wrocław University of Economics in 2019 in Business Informatics. I achieved summa cum laude (5.0) for my Master and Bachelor Degree. My academic papers were connected with UI design.

- Master Thesis: "Accessibility In The Modern User Interface Design. Evaluation And Redesign Of The User Interface."
- Bachelor Thesis: "Innovation In Modern User Interface Design. Conceptual Evolution, Technological Drivers, And Quality Factors."

Courses I faced

- Trusted tester certification (in progress),
- UX Course at Volvo UX Academy (2019),
- Computer Graphics Academy at European Information Technologies Certification Institute in Brussels, 2018 (Online).

EXPERIENCE

Product Designer at Netguru, currently

Building partner-like relationships with the clients and project stakeholders. Leading designs through the full product design lifecycle from early ideation, to detailed execution, through the launch. Creating accessible, clean, UI/UX-driven web and mobile interfaces. Acting as an advocate for end-users and encouraging a people-focused design mentality throughout the software development life cycle

Tools: pen and paper, Figma, Sketch, Adobe Illustrator

UX designer at Ideacto, November 2019 - October 2020

Working as the UX/UI designer for international projects (the USA, UK, Poland, and Luxembourg). Besides essential UX and UI designer's tasks, I am running UX workshops (online/offline), conducting UX audits, and advising on projects as a UX designer. I face various kinds of projects - from idea to development, redesign. I design experience for web, apps and watches. Working closely with developers and clients.

Tools: pen&paper, Figma, Adobe xD, Adobe Illustrator, Sketch, Miro, Slack, Jira, Harvest

Technical Content Developer, Multimedia Designer at Nokia, July 2017 - now

As a UX designer, I worked as the leading designer (UX research, interaction design, sketching, wireframes, visual design, and development phases) to create a widely available portal for technical documentation, which is used every day by over 30 000 users. I worked in a team, with two graphical designers, who developed illustrations for the projects. Then, I designed two additional web applications for technical writers to empower search engine functionality by taking advantage of machine learning and DITA tags. Daily, I work remotely with three developers teams overseas (Agile Methodology). **Today, my colleagues are using these products, which is a very cool part of our job as designers.**

Tools: pen&paper, Adobe Illustrtor, WordPress

Lead of UI/UX design team at Coders Crew, March 2018 - Dec. 2020 (non-profit)

I was a lead of UX department in this strongly developing organisation. I created an onboarding plan for newcomers and lead design projects. Teamwork, cooperation, hard work and passion were the main drivers in my team. Leading a group of passionate UX designers, who want to develop their skills and gain new experience was a pleasure.

Tools: pen&paper, Figma, Adobe xD, Adobe Illustrator, Slack, Jira

Product Designer and Marketing at Euroimpex S.A, Feb. 2015 - June 2017

I cooperated with programmers, and sales team to improve the product's UX. I expanded the cloud-based product UI by new features. I was responsible for marketing campaigns, evolving design and experience of the cloud-based solution for schools and the cloud-based printing solution for business. I learned the most when I took care of redesigning Extranet information structure (preparing the new structure of the company's information architecture, infographics and guidelines for employees).

Tools: pen and paper, MS Office, Photoshop

You can contact me by

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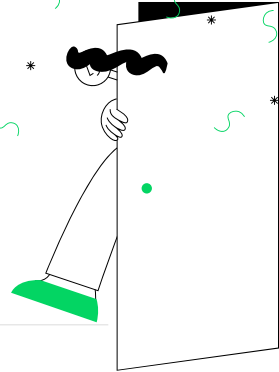
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LITTLE MORE

WORKSHOPS

I conduct online and offline workshops with external clients. Together with the participants we work on the solutions, analyse current flows, user identification. We map the whole process the customers go through, we use Business Model Canvas or identifying backlog for developers.

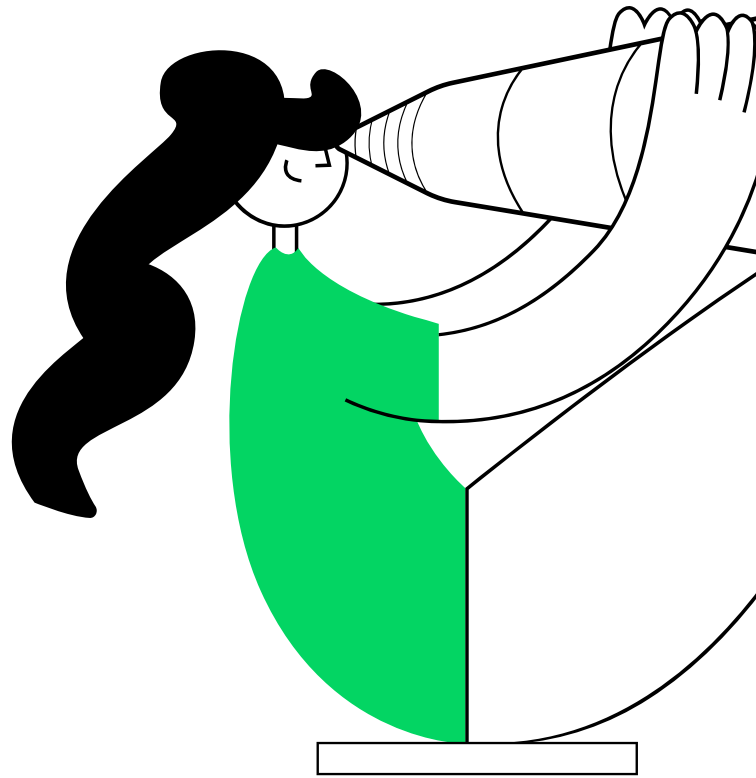
AUDITS

I run the UX audits. The purpose of the analysis is to evaluate the usability of the e-stores (desktop and mobile version), identify areas for improvement and to recommend changes for the website. Methods used in the audits are cognitive walkthrough and heuristic evaluation. This usability inspection is used to identify usability issues in interactive systems. In this case, the specialist plays the role of a user. A heuristic evaluation sets out the principles of usability, and thus good design practices used to create all kinds of websites. During this audit, I base the examination on the Jakob Nielsen's 10 heuristics.

The report always contains a description of the problems identified - each has been described and evaluated for its weight. The problems encountered are divided according to the following scale: Minor problems, Serious problems, Critical problems and Good practices.

RESEARCH

I conduct research for all stages of the product development process: from "blue sky," open explorations in the discover phase to validation oriented research in the deliver phase. The ux research express empathy, asks for a collaborative effort, and promotes functionality. I enjoy getting closer to the answers through collaboration with my team. I use researchgreater to impact designs through active empathy building and evidence-based decision making.



FLOWCHARTS (IA AND IXD)

I am the fan of creating the User flows (flowcharts) that display the complete path a user takes when using a product. The user flow lays out the user's movement through the product, mapping out steps the user takes. I usually add comments for developers, to make the development phase smoother.

VISUAL DESIGN

I prepare mockups and prototypes for the applications. Sometimes I do sketch illustrations and graphics for projects. I design from scratch. Starting from pen and paper (or iPad) sketches, through wireframes, prototypes, to high-quality designs. My goal is to design websites and systems that will suit user needs.

AFTER WORK

Design is not only my job, but it is my hobby. I always try to find new design possibilities. I was am a leader of the UX team at CodersCrew, which is a non-profit association for developers and designers, where I taught young designers how to start their careers. Now I want to focus more on creating a ux community, I plan to move to Gdansk and start there a meetup for designers and developers. What is more I've opened the @uxmornings Instagram account to promote the experience design and meet designer from around the world.

I am a big fan of accessible design. That is why I add accessibility laws into visual designs. I attend workshops, read books and publications on these topics. I am currently in the process of Trusted Tester certification. What is more, for my master thesis, I researched the topic of accessibility in modern UI design and proposed the new layout solution for the evolved website. For me, it would be a big advantage to work with people who take care of accessibility issues!

THE IDEA OF PLAYING A PART IN THE EVOLUTION OF YOUR COMPANY IS TRULY **EXCITING** TO ME. I'M INTERESTED TO LEARN MORE ABOUT CONTRIBUTING, AND I'M EXCITED TO SPEAK WITH YOU FURTHER.

