



# Izabella Tokarska

UX and UI designer

## EXPERIENCE

### Lead of UI/UX design team at Coders Crew organisation, March 2018 – now (non-profit)

I designed websites (UX and UI side). I created an onboarding plan for newcomers and lead a few design projects. Teamwork, cooperation, hard work and passion are the main drivers in my team. Leading a group of passionate UX designers, who want to develop their skills and gain new experience.

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

### UX designer at Nokia, July 2017 - now

As a UX designer, I redesigned a Nokia's documentation portal (used internationally - over 30 000 users). I worked in a team, with two graphical designers. (UX research, interaction design, sketching, wireframes, to visual design, and development phase). Then, I designed two additional web applications for technical writers, to empower search engine functionality by taking advantage of machine learning and DITA tags. On a daily basis, I work remotely with three developers teams overseas (Agile Methodology).

Tools: pen and paper, Nokia's solutions, Adobe Illustrator, Adobe xD, Jira

### Designer at Mamabu online store, Sept. 2016 - Jan. 2017

As a product designer, I redesigned and developed the UI of blog.mamabu.pl (WordPress). Identified and evaluated online store navigation by categorizing content - funnelling traffic through content. Then, as a UX writer, I edited the website's content. In a meanwhile, I was responsible for contacting manufacturers, business partners and influencers to increase conversion ratio.

Tools: pen and paper, Adobe Illustrtror, WordPress

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

I cooperated with programmers, and sales team to improve 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

### Member at non-profit Business Centre Club, Oct. 2014 - June 2017

Together with a team, I organised the BOSS Festival, which is the biggest business festival in Poland. I conducted classes at Wrocław High Schools which aimed at showing to students how entrepreneurship is important in our times.

## EDUCATION

### Wroclaw University of Economics, 2014-2019

**Master's degree: Business Informatics**, graduated summa cum laude (5.0)

*Thesis: "Accessibility in the modern user interface design. Evaluation and redesign of the user interface."*

**Bachelor's degree: Business Informatics**, graduated summa cum laude (5.0)

*Thesis: "Innovation in Modern User Interface Design. Conceptual Evolution, Technological Drivers, and Quality Factors."*

### UX Course at Volvo UX Academy, 2019

### European Information Technologies Certification Institute in Brussels, 2018 Computer Graphics Academy, online

## ABOUT ME

### Experience Designer ~ Accessibility guard


I've been designing digital experiences for 3 years. I believe great product design comes from a focus on the right questions, not the right answers.

Throughout my experience as a designer, I've had the pleasure of working with some talented and passionate people, striving for a shared goal in created the best experience for the end user and also, the clients.

Working as a designer often takes me out of my comfort zone and forces me to learn new things. That is why, I simply love this profession.

## SKILLS

Research

Heuristics evaluation 

UX Design

Sketches, Wireframes, Prototypes

Visual (UI) Design

Product Design

Accessibility-based design

User-centered design

Native and RWD design

Sketch, Figma, UXpin

Adobe Illustrator and Adobe xD

Canva

Slack and Jira

HTML

Cooperation with developers and PM

## CONTACT

[www.izabellacreates.com](http://www.izabellacreates.com) (online portfolio)

[www.linkedin.com/in/izabellatokarska](https://www.linkedin.com/in/izabellatokarska)

[instagram.com/izabellacreates/](https://instagram.com/izabellacreates/)

[izabella.ux@gmail.com](mailto:izabella.ux@gmail.com)

(+48) 512-268-225