



KLAUDIA ZIELONKA

UX/UI Designer



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Password: Newyork

EDUCATION

Certification UX Design; UI Design

CareerFoundry

October 2018 - July 2019

BS, Business Admin; Marketing

Montclair State University

September 2009 - May 2013

SKILLS

User Research	Card Sorting
Info Architecture	Usability Testing
Journey Maps	Prototyping
Wireframing	User Personas
Marketing	Copywriting
HTML5/CSS	JavaScript

TOOLS

Sketch	InVision
Balsamiq	Figma
Prott	Axure
UX Pin	Zeplin

LANGUAGES

English — Native, Fluent
Polish — B1
German — A2

Freelance UX/UI Designer | Self-Employed | Berlin

Current

- Identify user needs, sketch solutions through prototypes, test ideas, and refine designs through collected data and user feedback
- Advocate research findings and overall design process to key stakeholders in the form of presentations and written reports
- Help define both long and short-term vision and roadmap for digital products alongside cross-functional teams

Product Manager (Contract) | Vegavero | Berlin

06.18 - 09.18

- Defined overall product vision for the UK market to create an optimal customer experience across digital platforms for health products
- Analyzed user behavior via data/analytics and identified available opportunities for conversion improvement
- Planned, managed and executed on new product development and updates with a focus on innovation, quality and efficiency

Brand Strategy Manager | OMD | New York/Sydney

05.14 - 11.17

- Communicated and implemented national media campaigns that delivered greatest consumer experience and convergency rates
- Crafted solutions to multimillion dollar business objectives by identifying target audience, conducting competitive analyses, and documenting post-campaign deliverables for optimization
- Served as lead for agency partners, internal team, and clients such as, Pepsi, Starbucks, and Gatorade

Online Product Associate | Estee Lauder | New York

05.13 - 05.14

- Identified and implemented areas of improvement for the customer experience through customer research and data analysis
- Facilitated product rollout, QA testing and digital iterations alongside cross-functional teams
- Defined messaging and overall design of key online communication for US and Canadian markets

ADDITIONAL UNIVERSITY INTERNSHIP EXPERIENCE

LVMH, Marketing/Social Media	09.12 - 12.12
L'Oreal USA, Marketing & Events	06.12 - 08.12
Glamour Magazine, Editorial	01.12 - 05.12
Yves Saint Laurent, Public Relations	05.11 - 12.11