PAULINA SKURSKA-KACZMAREK

UX/UI DESIGNER

CONTACT

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SKILLS

Research
- Qualitative & quantitative
- Surveys, interviews
- Heuristic evaluation
- Insights synthesis
- Proto - personas
- Journey Mapping
- Empathy Mapping

Design
- UI graphics
- User flows
- Style guides
- Information architecture

Prototyping & Wireframing
- Storyboarding
- Decision mapping
- Rapid prototyping
- Interactive flow
- Usability testing
- A/B testing

Tools
- Sketch
- Adobe Illustrator
- Adobe Photoshop
- Adobe XD
- Invision
- HTML/CSS - basics

Business
- Project management
- Process improvement
- Quality management
- Strategic business thinking

Collaboration
- Analytical thinking
- Ability to work under pressure
- Great attention to detail
- Team player

PROFESSIONAL PROFILE

Problem-solving driven UX/UI designer with international working experience. Known for unique ability to integrate design and strategic business thinking. Recently finished an in-depth UX/UI design certification with UT Austin. Thrives on delivering real value to customers based on a deep understanding of both users' and business' needs.

PROJECTS

Amazon - user flows redesign
- Redesign of Amazon website and application based on thorough research.
- Introduced minimal interface design and efficient site search functionality.

Food Vibe - mobile application
- Designed from scratch application which helps users find the best place to eat.
- Introduced mood boards idea to allow users to visualize a perfect restaurant.

Aceable - website redesign
- Redesign of one of the flows in the Aceable website.
- Decluttered some parts of the interface and made changes in information architecture.

EDUCATION

Certificate of UX/UI Design - The University of Texas at Austin, Texas

Master's Degree - Gdansk University of Technology, Poland
Field: Management / Specialization: Operations Management

Bachelor's Degree - Gdansk University of Technology, Poland
Field: Engineering Management / Specialization: Production Systems Engineering

EXPERIENCE

User Experience Designer, Graphic Designer - Freelance, Texas, Oct 2015 - Present

Conducting hands-on user research (surveys, in-person interviews), market research and usability testing (A/B testing, Guerilla testing). Gathering insights and analyzing data. Creating ideas, evaluating, wireframing, prototyping. Creating graphic design (logos, branding, design briefs, style guides).

Payroll and Human Resources - Soltec Services, Gdansk, Poland

- **Payroll and Human Resources Specialist**; Apr 2012 - Sep 2015
- **Human Resources Administrative Assistant**; Nov 2009 - Mar 2012

Processing payroll for 120-150 employees working in Poland and Germany. Participating in board meetings in regards to payroll policy. Spearheading initiative to simplify payroll processes. Responding to employee inquiries regarding payroll issues. Cooperating with German branch of the company.