



# Sylwia Kusiak | UX Designer

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I am a [full-stack UX Designer](#) with a background in Intercultural Communications and Graphic Design. I am fully experienced in the art and science of information architecture: from sketching user flows and wireframes to building hi-fidelity prototypes. I have previous experience in Business Development which has allowed me to effectively analyze market trends and consult with product managers on growth opportunities and challenges.

## Projects

### Odea Concert Streaming | UX Capstone

Odea is a virtual concert streaming product that enhances the way users experience music and engage with artists. The product was a response to the global-wide pandemic that affected the live music industry. With a focus on mobile user experience design and virtual reality, I designed and prototyped in Figma and then analyzed data from usability testing to improve the accessibility and user satisfaction with the product. [View prototype.](#)

### Workflo Cloud Collaboration

A cloud-based collaboration platform designed to streamline digital collaboration for various professionals. I led quantitative and qualitative market and user research to define and prioritize user needs. Designed in Figma and prototyped in Invision, the platform addressed two use case scenarios to empower administrative users and working professionals. [View case study.](#)

## Experience

### Business Development Representative | Hireology

Jan 2020 - Present

Researched market trends to develop effective sales strategy with a focus on target industries + product integrations.

Established relationships with customer base to identify needs and increase business growth opportunities.

Led several Diversity, Equity, & Inclusion initiatives to increase company-wide awareness of fostering an inclusive and empowering work environment for all.

### Project Assistant | DZINE Contemporary Art Studio

Jan 2019 - Aug 2019

Prepared mock-up designs for clients of Dzine Studio (Including McCormick Center, eBay, Dallas Art Fair, EXPO Chicago.)

Corresponded effectively with museum curators and gallerists to execute project goals and meet various deadlines.

Managed several high-value projects through consistent collaboration and meetings with DZINE team and contractors.

## Education

### Thinkful Program

#### UX Design Program

User experience and user interface design + frontend web development skills (HTML, CSS, JavaScript, and jQuery).

### DePaul University

#### Intercultural Communications and Studio Art

Studied and implemented intercultural research methodologies using three approaches: social scientific, interpretive and critical.

## Skills

**Design** UI graphics • Style guide and pattern library • User flows • Wireframe sketches • Visual branding strategy

**Research** Competitive analysis • User persona development • Empathy mapping • A/B testing • Moderated usability testing

**Tools** Figma • Sketch • Adobe XD • Invision • Adobe Photoshop + Illustrator • HTML5 + CSS development • Github