KATARZYNA
HASNIK

Head of UX Research and UX/UI Design

CONTACT

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Location: Dublin, Ireland, open to business travels, Polish and Irish passport

PORTFOLIO

Website
www.hasnik.com

LinkedIn
linkedin.com/in/katarzynahasnik/

Behance
behance.net/katarzynahasnik

SKILLS

Software

- AI tools, Figma, Sketch, AdobeXD
- Adobe Illustrator, InDesign, Acrobat, Photoshop, Lightroom
- InVision, Marvel, Zeplin
- Principle, Proto, Keynote
- Miro, FigJam, Draw.io, OmniGraffle, Lucidchart, Lyssna (UsabilityHub), etc.
- Balsamiq, sketching, Pen&Paper
- iOS and Android Native Mobile Apps
- Desktop SaaS Platforms, IoT
- achieving skills in Flinto, Axure, HTML, CSS, Javascript

User Experience | User Interface

- Business and Product Design Teams Concept, Leadership and Execution
- User-Human-Centred Design
- User and Business Goals, OKR
- Design Thinking, Double Diamond
- Lean UX, Agile, Scrum, Sprints, Squats
- Information Architecture, Style Guides
- Components Libraries, Design System
- Site Maps, Roadmaps, Card Sorting
- Market Business Research, SWOT
- Heuristic, Accessibility Analysis
- Wireframing, Rapid Prototyping
- User Research, Data Analysis
- User Interviews, Surveys, Feedback
- User Story, User Journey, User Flows
- Usability Testing, User A/B Testing
- Functionality Testing, Quality Assurance
- Moodboards, Storyboards, Mockups
- Brand Awareness, Design Patterns
- Visual Graphic Design, Branding, Logo
- Presentation, Consulting, Storytelling

Strongly motivated and determined user and business-orientated Strategic and Innovative **Executive Senior Lead UX/UI Designer, UX Researcher** focused on the ability to bring ideas from a concept to a successful market launch with over 15 years of work experience in **Human-Centred Design**, scaling up business, leading and supporting Product Design while working directly with clients and investors. Excellent Communicator with a UX webinar Speaker experience, positive attitude driven by persuasion and genuine help as a **Lead, Tutor and Mentor**. Committed and valuable Leader, Team Player with agile, analytical, leadership and lean skills with a mission of improving customer experience, and passion for formal and corporate learning, helping team members, mentees and students.

EDUCATION

Master of Arts, Design for Change Level 9
Strategic UX Research, UX/UI Design, Human Centred Design, direct work with **clients**: e.g. A Playful City, and with George Brown College, Institute without Boundaries, Toronto, Canada

Institute of Art, Design and Technology (full time)
Aug 2021 - Mar 2023, Ireland

Certified UX/UI Designer
UX Research Design, UI Design, Front-end, Voice UI Design

Career Foundry
Jul 2019 - Mar 2022, Germany

Certified Graphic (Adobe) Designer
Digital Media, Visual Communication Graphic Design

New Horizons IT Centre
Jan - Apr 2015, Ireland

Honours Bachelor Designer Level 8
Computer Graphics, Fine Arts, Visual Communication Design

University of Trade
Sep 2005 - Jun 2008, Poland

EXPERIENCE

Mentor | Global Non-profit for Youth
- Mentoring youth to achieve success in coding languages
- Contributor to UX Research and UX/UI Design Testing
- Side UX/UI project as a new educating line for youth

CoderDojo Raspberry Pi
EdTech informal education
at Dogpatch Labs, CHQ
Nov 2023 - present

A.I. UX Research and UX/UI Design Guest Contributor | Learner Member
- Engaging in Leading Learning Innovation webinars
- In the process of establishing NLP AI-Focused UX Research and UX/UI Design Working Group
- Freelance opportunities with partnership clients

Learnovate Trinity College
Research Centre
Formal and Corporate EdTech
Jun 2023 - present

UX Researcher | UX/UI Designer | Mentor
- Consulting design with product owners and clients
- Managing scaling-up, conducting user, business research
- Designing, prototyping wireframes, user testing, IA, brand
- **Start-ups** e.g. Sweap, Continuous Software, Little Red Edu

Hasnik Ltd
Freelancer | Consultant
during a full-time MA studies
Oct 2018 - present

Senior Principal Product Designer
- Led UX/UI design team, UX research of the global SaaS
- Executed successfully merging the Design System
- Engaged directly with stakeholders and shareholders

Dell Technologies
TekSystems | Consultant
Jan 2022 - Apr 2022

Senior Product Designer
- Conducted UX and UI design of the Apex Cloud Service
- Supported other Junior, Mid level Product Designers

Dell Technologies
Jul 2021 - Dec 2021

UX/UI Design Mentor | UI Tutor
- Mentoring, coaching and directing projects on 1:1
- Supporting students in achieving UX/UI Design goals
- Actively engaging in EdTech SaaS, PaaS, and webinars
- Improving Products and Designers workflow of start-ups

EdTech: Career Foundry
ADP List (Non-profit), Mentor Cruise
Feb 2021 - present

Lead UX/UI Designer | UX Consultant
- Successfully established UX Research and Design e.g. e-Commerce Magazine TheTaste, Logistics Startup
- Directed in agile and lean product, team, 3rd parties

JFG Digital
Dogpatch Labs, Google for Start-ups
Oct 2020 - Mar 2021

Lead | UX/UI Designer | UX Researcher
- Lead Designer, from UX/CX concept to SaaS market launch, led DevOps team, product, presented to investors
- Scrum Master, signed-off designers and developers

Spire Software
Dogpatch Labs, Google for Start-ups
Enterprise Ireland, NDRC
Mar - Sep 2020

Senior Designer
- Supported global teams under minimal supervision, KPIs
- Designed multi-language projects, Quality Assurance

Perigord Life Science Solutions
Apr 2015 - Jun 2019

Senior Graphic Web Digital Designer
- Designed Ed and Heath's digital promo target materials

The Elbowroom
Jan 2014 - Mar 2015

Lead Graphic Web (GUI, VUI) Designer
- Led/Created multiple digital projects across EU countries

Tramex
Sep 2005 - Dec 2013

OTHER EDUCATION

Dublin Business School
Mar 2019 - Aug 2020, Dublin, Ireland
Diploma Digital Marketing Level 7
Customer and Market Research Analysis, CRM, SEO, SEM, Digital Media, E-Business Development, Planning and Management, IaaP, PaaS, SaaS, Salesforce

Visual Graphic Design Illustrator
Manual and Digital Illustrations and Design
Accredited Visual Artists
Sep 2016 - Jun 2017, Dublin, Ireland

Tourism and Hospitality Management High School
Sep 1998 - Jun 2003, Zakopane, Poland

ADDITIONAL

UI and Voice Design
- Functionality Testing
- Quality Assurance Sign-off Developers
- Voice Conversational UI Design
- Amazon Alexa Skills Developer Console

Business Specialist
- SAP, Logistics at Indesit, Ariston, Hotpoint

LANGUAGES
- English fluent, Polish native
- Highly-motivated to learn a new language when relocated
- Learning French - EdTech additional design research and projects
- Previously lived in Holland, Belgium, Poland and the United Kingdom

LICENSES
- Irish Full Car Driving Licence
- Learner Permit Motorcycle Driving Licence
- Willing to business travels

QUOTES
- I create, therefore I am. Creo, ergo sum.
- I am still learning. Ancora imparo.
- The design never ends. There is always a space for improvement.
- Business ideas come and go. The best ones stay and grow.
- Amor fati. Love of fate.

Thank you,
Kind Regards,
Katarzyna Hasnik

ACHIEVEMENTS & INTERESTS

- **DesignRush - 9 Best Chat App Designs That Redefine Modern Communication** link

- **Speaker at Tech and UX Webinars**, Member of Professional Networking Tech Groups

- Irish **Sailing** Association and Howth Yacht Club Member, International Powerboat and Yacht Driving and Scuba Diver Licence, VHF/DSC, volunteer at Committee Race Boat Volvo 2023

- International Collective Fine Arts **Exhibitions** at Galleries and Art Shows
  MIAMI NEW YORK MILAN BASEL ZURICH LONDON DUBLIN BARCELONA DUBAI

- **Art and Design Teacher**, adults and children, including learning difficulties, special needs

- Member of International **Artist** Association, **Visual** Artist Ireland, ArtBox Project and **Talent**, Drawing Together Artists' Group

- Co-Founder, **Holistic Wellness** and **Yoga** Teacher of Yoga Register Yoga School

- Making good changes by contributing time and talent by creating illustrations and designing projects for **Irish Charities** e.g. Laura Lynn Hospice 2020, Vodafone 2021, The Royal National Lifeboat Institution 2023

- Passionate **Runner** at 5 k Park Run, coast run, half marathon

- Horse riding, hiking, travelling and just relaxing with a good book

HUMAN SKILLS

16 personalities: Advocate INFJ-T
"Nothing lights up Advocates like creating a solution that changes people's lives."

Top 10 VIA Character Strengths:
1. Business and Creativity
Brainstorming, coming up with new ideas, from concept to execution, and designing visuals.

2. Perspective
Seeing opportunities versus issues, keep evolving and investing in personal and professional growth.

3. Leadership
Ability and willingness to lead and guide well the team to reach the best goal-oriented solutions by applying values, motivating, empowering, inspiring, supporting and boosting independence and growth.

4. Love of learning
Tech-savvy (AI, AR, VR, programs, tools, and skills), constantly learning and expanding knowledge.

5. Teamwork
Adaptive collaboration, engaged in helping others, encouraging others to have a voice and to share an opinion. Seeing value in diversity and inclusivity.

6. Curiosity
Ever-expanding interest in the world and everything that is fascinating and that requires attention and change for the better.

7. Honesty
Honest, responsible, believing in work ethics, directing, managing and leading by example.

8. Bravery
Fearless. Well-calculated risk scenarios. Determined to take action as actions speak more than words.

9. Appreciation of Beauty & Excellence
Noticing beauty in design, and surroundings, creating eye-catching, aesthetic visuals, seeing imperfection as beauty unique to human nature and helping teams to become better.

10. Love
Positive, mindful, joyous approach to life, gratitude for what I have and who I am.