

KATARZYNA HASNIK

CX/UX RESEARCHER UX/UI DESIGNER

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Highly skilled and strongly committed to **Strategic Design Thinking, CX/UX Researcher and UX/UI Designer with AI, Web3, Blockchain** experience, of proven ability to bring concepts to market launch, scale up business, leading **Human Centred Design** products. Excellent senior communicator, presenter and executor with high-quality **Agile, Lean, Scrum Master**, mentoring, and innovative creative thinking team and leadership skills. Determined and motivated to improve and grow **Customer Experience and User Experience** satisfaction, support the company's global expansion and achieve **teamwork success**. Incredibly passionate about **FinTech, EdTech, HealthTech, AI, Web3, Blockchain, DLT, DeFi**.

EXPERIENCE

Female Leadership, Entrepreneur Resident at DLT Talents, Finance, Blockchain, Web3, Apr'25 - present

- Built start-up at DLT, Web3, AI Talents at Frankfurt School of Finance & Management (c/o Frankfurt School Blockchain Center)

Entrepreneur Resident at Enterprise Ireland New Frontiers, Feb'25 - present

- Built a global FinEdTech B2B2C product at the TU Synergy Centre, a highly supportive environment for innovative entrepreneurs and knowledge-based business early-stage start-ups; peer to peer support, mentoring, pitched to panel of 4
- Led Fehur further, implemented Lean Business Canvas Model, narrowed MVP1, gained pilot customers, created brand and marketing; social media, website with AI-driven tools; Business Case Document, pitched to Angel Investors

Founder, CEO, Product UX/UI Design Director at Fehur, Feb'25 - present

- Pitched Pitch Deck, built investor relations, secured early-stage crowdfunding and established key partnerships
- Executed Fehur - AI start-up FinTechEd B2B2C; conducted further CX/UX research and designed AI Product UX/UI

Entrepreneur in Residence at UCD, Innovation Academy, Postmaster, Jan - July'24

- Found the gap in the market in improving relationship between employer and employee, retention and financial well-being; applied Design Thinking, Human Centred Design, Lean Business Canvas Model; Product CX/UX Research, Customer and User Testing, Market Validation, shaped MVP, USP strategy, GTM plans, Revenue growth, pitched, Jun-Jul
- Worked on clients' B2B, B2C products; sectors, industry and competitors analysis, customer needs, pain points, Jan-May

CX/UX Researcher, UX/UI Designer at Blockchain Ireland, Sep - Dec, 24

- Development of Blockchain, Web3 in 6 start-ups, 3 in FinTech, conducted market, CX/UX research analysis and design
- Cohort 1: QuartzPay, Colonii-Digital IP Avatars, Abstrakta-Research; Cohort 2: CryptoCracker, Block of Crypto, HydroGenist

Lead UX/UI Designer at Teddlo, Aug'24

- Created an effectively practical AI beyond an answering tool; led MVP 1 towards MVP2 in UX/UI research designed strategy; implemented Techlreland National AI Challenge judges' feedback

Learnovate, Trinity College Research Centre, Jun'23 - Jul'24

- Guest Contributor to AI, UX/UI research design in EdTech

UI/UX Design Tutor at Career Foundry, Feb'21 - present

- Evaluated, improved UX/UI projects, mentored students on 1:1 reaching more than 2000

CX/UX Researcher, UI Designer, Mentor at Hasnik Oct'21 - present

- Conducted CX/UX research, designed UX/UI SaaS product; monitored OKRs in various projects, start-ups, scale-ups, big tech
- Conducted customer, user testing, with product owners, designed low-mid-high wireframes, created rapid prototypes
- Mentored start-ups, UX/UI mentees from junior to directors at e.g. Sweap-EventTech, MentorCruise, Accomplishr, etc.

Senior Principle Product Designer at Dell, Jul'21-Apr'22

- Led product team, CX/UX research and SaaS design products; executed successfully UX/UI wireframes, prototypes
- Presented directly to stake/shareholders, investors, customers; designed scaling up CX/UX of Dell Apex Cloud Service

Lead UX/UI Designer at JFG Digital, Oct'20-Mar'21

- Designed and directed products, developers' team, 3rd party; presentations to co-founders, Angels Investors and VC

Lead UX/UI Designer, UX Researcher, at Spire, Mar'-Sep'20

- Designed low-high wireframes, prototypes, functionality test; led CX/UX research, UX/GUI design, SaaS concept to market
- Led GUI Designers, DevOps team, sprints as Scrum Master; conducted user interviews, market, competitors analysis
- Directed work with CEO, CTO while presenting to investors and shareholders, incorporating fast-based projects

Senior Designer at Perigord Life Science Solutions, Apr'15-Jun'19

- Designed products, supported global teams, and run KPIs; tested Quality Assurance of multi-language Pharma projects

EDUCATION

- UCD, Innovation Academy, Jan-Jul'24, full-time, Level 9, Clients Projects in Creative, Innovative Thinking, Entrepreneurial Business Plan, Strategic Insights in Intrapreneur Career Path in Companies
- Institute of Arts, Design and Technology, Aug'21-Mar'23, full-time, Level 9, Master of Arts, Design for Change in work with Institute without Boundaries, George Brown College, Toronto, Canada, Clients Projects
- Career Foundry, May'19-Mar'22, part-time, Diplomas UX Research, UX/UI Design, Voice UI Design, UI Front-end
- Dublin Business School, Mar'19-Aug'20, part-time, Level 7, Digital Marketing, E-Business, SEO, SEM
- Previous: Certifications Nexus Human (New Horizons) in Adobe Creative Cloud, Interface Design and University of Trade, full-time, Level 8, Honours Bachelor in Visual Communication Digital and DTP Design, Computer Web Graphic

SKILLS

- **CX/UX Research:** User Interviews, Surveys, Personas, Customer Journeys, Usability Testing, A/B Testing, User Flow
- **UI Design:** Wireframing (Low - High Fidelity), Rapid Prototyping, Native iOS/Android Design, Responsive Design
- **Design Tools:** AI, Figma, Sketch, Adobe XD, Balsamiq, Zeplin, Miro, FigJam, Lucidchart, Adobe Creative Cloud
- **Design Systems:** Information Architecture, Component Libraries, UI Patterns, Style Guides, Design System
- **Methodologies:** Design Thinking, Triple-Double Diamond, User-Centered Design, Accessibility (W3C, Heuristics, NNG)
- **Emerging Tech UX:** AI, Web3 UX, Blockchain, Smart Contract Interfaces, Wallet UX, Decentralized Onboarding, DLT

ACHIEVEMENTS

- ITAG National AI Challenge Product Owner, Team Leader, Founder; ETH Dublin Hackathon, Colosseum Solana Hackathon
- Start-ups Mentor NDRC - National Digital Research Centre, Republic of Work, RDI Hub, Dogpatch Labs, Ireland
- Member of Superteam Solana Superteam Ireland Talent Hub, Blockchain Ireland at Dogpatch Labs, Dublin, Ireland
- National AI Challenge TechIreland, powered by Google, Enterprise Ireland, Data2Sustain-European Digital Innovation Hub, OpenAI, ITAG Innovation Technology AtlanTec Gateway, Code Institute, Codú, Jarvic.ai, Guinness Enterprise Centre
- DesignRush Reward for "The 9 Best Chat App Designs That Redefine Modern Communication", USA
- UX/UI Design Mentor and Ireland Tech Event Manager, Co-host at Dublin ADPList - Amazing Design People List, USA
- Mentor at CoderDojo, Raspberry Pi Foundation at Dogpatch Labs, CHQ, Dublin, Ireland
- SaaStock, Dublin Tech Summit in RDS in Dublin and BETT EdTech with Learnovate, Trinity College, Excel in London, UK
- Speaker at Tech and UX/UI Webinars, Career Foundry, MentorCruise, GemPool in Dublin, Ireland and in EU

INTERESTS

- Soho Galleri, Sweden; Visual Artist, Graphic Illustrator, Accredited Visual Arts BootCamp, Drawin' Together, Ireland, ArtBoxy, Zürich, Switzerland; Instagram Fine Arts portfolio; • Alliance Française Member, Beginner Level, Dublin, Ireland
- Member of Financial and Investment Education and Services, Copenhagen, Denmark, and the United Kingdom
- Sailor, Race Committee Assistant at Volvo Race, Dún Laoghaire and Wave Regatta, Howth: Cape 31, Cruiser 0, 1, 2 category
- Road Trips e.g. Route 1, the Ring Road Iceland, Full Irish Driving Licence Category B, Motorcycle Learner Permit License
- Volunteering across various causes e.g. Special Olympics and Paralympics in Zakopane, Poland and EU countries
- Qualifications and teaching practice in Pilates, Fitness, Yoga, Sport Holistic Health Therapy with AWF, ITEC and RYS international accreditation and Montessori Education, FETAC - Poland, Holland, Belgium, United Kingdom, Ireland