

KATARZYNA HASNIK

UX RESEARCH UX/UI DESIGN

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Strongly committed to Design Thinking **Senior UX/UI Designer** and **CX/UX Researcher** with proven ability to bring concepts to market, scale up businesses, and lead Human Centre Design products. Excellent communicator with high-quality presentation, **Agile, Lean**, mentoring, and creative thinking **leadership** skills. Determined and motivated to improve and grow **Customer** and **User Experience** satisfaction, support the company's global expansion and gain **teamwork** success.

Skills

- Discord, MidJourney, Dall-E, ChatGPT, Otter, Unsplash
- Figma, Sketch, AdobeXD, Balsamiq, Marvel, Zeplin
- Illustrator, InDesign, Acrobat, Photoshop, Lightroom
- Miro, Mural, FigJam, Draw, OmniGraffle, Lucidchart
- Lyssna, Principle, Proto, Keynote, (ach: Flinto, Axure)
- iOS+Android Native Systems, IoT, PaaS, IaaS, SaaS
- Low-Mid-High Wireframes and Prototypes
- Information Architecture and Design Systems
- Components Libraries, Patterns and Style Guides
- Mood-Storyboards, Branding, Logo, DTP, Mockups

- UX Research, Interviews, Surveys, Data Analysis
- Personas, Customer-User Story, Journey Flows
- Site-Road Maps, Card Sorting, User Feedback
- Usability Testing, Preferences A/B Testing
- Customer-User-Human-Centred Design, Presenting
- Design Thinking, Double-Triple Diamond, Funnel
- Problem Solving, Scrum, Sprints and Storytelling
- Negotiation, Leading, OKRs Execution and Teamwork
- Gap, Market, Competitors SWOT, PESTLE, 5 Forces
- Heuristic and Accessibility Design, W3C, NNG

Experience

UI Design Tutor - UX/UI Mentor Team CareerFoundry, Feb 2021 - Aug 2024

- Evaluated UX/UI and AI projects hosted on CF/AWS

UX/UI Mentor, Researcher, Designer

May 2022-Dec 2023, MentorCruise e.g. Swap

- Improved SaaS startups product designs, monitored OKRs
- Consulted user testing with product owners and clients

Senior Principle Product Designer

Dell Technologies, Jul-Dec 2021, Jan-Apr 2022

- Led team, UX research and SaaS design products
- Executed successfully wireframes, prototypes, systems
- Presented directly to stake/shareholders, investors
- Designed Apex Cloud Service increasing CX/UX

Lead UX/UI Designer

Oct 2020-Mar 2021, JFG Digital

- Designed, directed product, developers' team, 3rd party
- Supported co-founders in presentations to VC investors

Lead UX/UI Designer + UX Researcher

Mar 2020-Sep 2020, Spire Software

- Designed low-high wireframes, prototypes, functionality test
- Led UX/CX, SaaS concept to market, GUI and DevOps team
- Conducted user interviews, market, competitors analysis
- Co-worked with CEO, CTO, presented to shareholders

Senior Designer

Apr 2015-Jun 2019, Perigord

- Designed products, supported global teams, run KPIs
- Tested Quality Assurance of multi-language projects

Education

Jan-Jun 2024 UCD, Innovation Academy

Level 9
Full-time
Creative and Innovative Thinking
Entrepreneurial Business Plan
Intrapreneur Strategic Insights
Conducted Clients Projects

2021-2023 Institute of Arts, Design and Level 9 Technology, Master of Arts Full-time Design for Change

Strategic UX Research, UX/UI Design
Institute without Boundaries, George
Brown College, Toronto, Canada
Designed Clients Projects

2023-2024 Learnovate, Trinity College Member Badge Research Centre

AI, UX/UI Design Guest Contributor

2019-2022 Career Foundry Diplomas UX Research, UX/UI Design, Voice UI Design and UI Front-end Design

2019-2020 Dublin Business School Level 7 Digital Marketing, E-Business, SEO, SEM

Certifications Nexus Human/New Horizons Adobe Creative Cloud, Interface Design

Level 8 University of Trade Full-time Honours Bachelor Visual Communication Design, DTP Computer Digital Website Graphics

Business Focus

- Open to Business Travel with Irish Passport
- Full Irish Driving Licence Category B

Achievements and Interests

- DesignRush Reward for "The 9 Best Chat App Designs That Redefine Modern Communication", USA
- UX/UI Design Mentor at ADPList - Amazing Design People List, USA
- Mentor at CoderDojo, Raspberry Pi Foundation at Dogpatch Labs, CHQ, Dublin, Ireland
- Dublin Tech Summit Attendee, RDS in Dublin, Ireland
- BETT EdTech with Learnovate, Trinity College Research Centre, Excel in London, United Kingdom
- Member of Professional Tech Networks, staying up to date with NDRC, National Digital Research Centre, Ireland
- Speaker at Tech and UX Webinars, GemPool, Dublin, Ireland
- Visual Artist and Graphic Design Illustrator - Accredited Visual Arts BootCamp and Drawin' Together, Dublin, Ireland
- Race Committee Assistant at Volvo Race, Dún Laoghaire and Wave Regatta, Howth: Cape 31, Cruiser 0, 1, 2 category
- Alliance Française Member, Learning French, Dublin, Ireland

Personality Type

16 personalities: "Nothing lights up Advocates like creating a solution that changes people's lives."

INFJ-T = The Advocate, The Insightful Visionary, The Counselor

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:** Expanding interest in everything that is fascinating and that requires attention and change for the better.
- 7. Honesty:** Honest, responsible, following 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.

Thank you for your attention.

Kind Regards,
Katarzyna Haśnik

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