KASIA SKRZYPEK

UX/UI Designer

Contact

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https://kasskrzypek.github.io/portfolio/

Professional Summary

UX/UI designer with background in visual marketing and customer experience.
A driven team player experienced in cross-team collaboration in dynamic international environments.
Quick learner, passionate about turning user research insights into user flows, wireframes and prototypes, and bringing real value to the users by creating pixel-perfect and intuitive user-centric design solutions.

UX / UI Skills

Design thinking | Human-centered design
User Research:
User interviews | User Surveys
User Personas
User stories
User flows
User Journey Maps
Conceptual Modelling
Information Architecture
Interaction Design
Wireframing
Prototyping:
Low | Mid | High fidelity | Rapid
Usability Testing
UI Design:
UI components | Design systems
Style guide | Design Language system
Visual Design:
Typography | Layout | Grid System
Responsive Design
Solution Design
Mobile-first Design
Accessibility
Competitor Analysis
Business Requirements Documents
HTML | CSS | JavaScript basics
Agile Project Management basics

Tools

Figma | Sketch | Adobe XD
Balsamiq | InVision | Miro
Adobe Creative Suite
Jira | Trello | Google Suite
Siebel | Salesforce

Languages

English - proficient
Polish - mother tongue
Danish - fluent
German - advanced
French - beginner

UX / UI Design Projects

User Interface Designer | User Experience Designer

ShareMyXRay UI redesign student project | 10 / 2021 - 12 / 2021

- Redesigned existing medical imagery requesting and sharing webapp through adjusting user flows, building low to high fidelity wireframes and developing a unique user interface design system including typography, iconography, color, and UI components for multiple breakpoints using Figma and Adobe Creative Suite.
  View project here: https://tinyurl.com/ShareMyXray

User Experience Designer | User Interface Designer | Interaction Designer

CarbCutter end-to-end design student project | 12 / 2020 - 08 / 2021

- Designed a diet monitoring webapp as a result of an iterative design-thinking process going from user research and discovery to concepting, prototyping, user testing and asset delivery.
- Analyzed competition and conducted user interviews in order to focus on user needs, formulate problem statement and understand market opportunities.
- Defined user personas and user flows, mapped out user journeys in order to create a testable MVP prototype.
- Created low to high fidelity wireframes and developed visual design system using Figma.
- Mediated usability test, organized the findings, rated and analyzed the results to iterate on the solutions.
- Defined visual design based on user mental models, moodboards, design patterns and accessibility guidelines before producing final design documentation and brand guidelines.
  View project here: https://tinyurl.com/carb-cutter

Work Experience

User Interface Designer | User Experience Designer

ShareMyXRay | 03 / 2022 - current

Freelance continuation of the aforementioned UI student redesign project with focus on patient-facing interface for the responsive webapp. Utilizing tools such as Figma, Zeplin and Visual Studio Code.
- Challenging and adjusting existing user flows for relevance to the target persona.
- Rapid prototyping to facilitate communication with engineers and balance usability with the business goals.
- Understanding design constraints by applying CSS modifications to the existing framework.

Brand Visuals Manager

GetYourGuide | 02 / 2017 - 07 / 2021

Acted as the key liaison for brand imagery. Supported brand awareness and ensured brand consistency across all touchpoints. Worked in design sprints and collaborated with various stakeholders from Design, UX, Marketing, Display, Product, Engineering, and PR Teams.
- Refined imagery brand guidelines based on obtained testing data to accurately reflect the needs of user personas throughout their user journeys and as a result made the product relevant to the users.
- Purchased and produced curated imagery for the product pages, social media, marketing (as part of online and offline campaigns) as well as PR publications and Partner websites. Optimized visual marketing content to accurately deliver on customer needs and expectations.
- Anticipated visual inventory bottlenecks and proactively procured assets - reducing request turnaround times and expanding visual resources.
- Conceptualized and implemented a visual asset management solution to enable stakeholder self-service, reduce time spent on imagery sourcing tasks and mitigate legal risks resulting from misinterpreting existing licensing constraints. Learned and applied basic Python programming solutions to automatize reviewing, renaming and tagging of over 500k visual assets based on their content.

Lead photo editor

Wayfair | 03 / 2016 - 11 / 2016

Edited lifestyle and product photography for commercial and editorial purposes in the first in-house photo studio in Europe. Tools used: Adobe Creative Suite, Capture One.
- Monitored quality of the vendor output to ensure brand consistency and quality of the retouched assets. Acted as a consultant during photoshoots - working closely with studio manager, photographers and interior designers.
- Gained exprience mentoring by coaching a retouching intern.

More information about previous positions available on LinkedIn (linkedin.com/in/kasia-skrzypek)

Education

UX Design Certified Program

Career Foundry | 10 / 2020 - 10 / 2021

Completed intensive training program for UX Designers, specializing in UX process and methodology that includes user research, user journeys, user personas, testing, information architecture, and visual design fundamentals.
Designed 2 apps using software such as Figma, Sketch, InVision, and Adobe Creative Suite for wireframes and prototypes.

UI for UX Designers Specialization

Career Foundry | 10 / 2021 - 12 / 2021

A course specializing in UI elements and patterns, visual design principles and hierarchy, color theory, typography, iconography, style guides and branding, as well as responsive layouts and designing for breakpoints.
Redesigned existing imagery sharing webapp using tools such as Figma and Adobe Creative Suite.

Frontend for Designers Specialization

Career Foundry | 12 / 2021 - 02 / 2022

Program specializing in HTML and CSS fundamentals, mobile-first design, responsive layouts and JavaScript basics.
Designed and developed a portfolio site from scratch using HTML, CSS and JavaScript.

English Language and Linguistics

A. Mickiewicz University, Poznań | 10 / 2001 - 06 / 2006

MA Degree