

Marcel Dziedzic

Senior User Experience Practitioner & Simplicity Evangelist.

Career Summary

UX designer with over 10 years experience in producing detailed UX deliverables for complex cross-platform projects. Experienced in working in vastly diverse conditions (from startups to big organizations) in numerous European countries.

Creator of simple interfaces by combining usability principles and modern design patterns. Practicing user-centered design approach basing design decisions on users needs and business requirements. Delivered numerous quality workshops about UX.

Goal oriented & self motivating team player. Able to adapt the skillset depending on the role. Challenges seeker. Good listener. New ideas provider. Addicted to Dave Matthews Band.

10+

years experience

29

conducted UX workshops

45+

projects

Experience

HSBC – Senior UX Consultant, August 2016 – present (current role)

Desimply LTD – Owner & UX Consultant, 2011 – present

- ★ established long-term business relationships with numerous clients
- ★ 2 international UX contracts for well-known brands (Vodafone and AKQA)
- ★ conducting 25+ workshops helping companies to design user-friendly products
- ★ vast UX improvement of many products by designing top-level UI, improving human-computer interaction and by spreading UX knowledge.

Hurra Communications – Lead UX Consultant, 2013 – 2015

Worked on the interaction design and new style guide for the redesign of a large and complex web-based data analysis tool. User-Centered design methodology used to provide the best experiences for end users.

- ★ new visual identity has been adopted to all Hurra's products
- ★ task optimisation times improved by up to 40% faster
- ★ better and more intuitive interaction increased users satisfaction (based on surveys)
- ★ clean UI reduced implementation costs
- ★ decreased expenses for outsourcing graphic design tasks

Comarch Poland – Business Coach & Workshops Organizer, 2014 – present

Planned and conducted 26 workshops (lasting 3 days each) titled "Development of Ergonomic User Interfaces" within a project co-financed by the European Union "Silesian ICT Academy" - programme for development of IT qualifications.

- ★ 300+ attendees (developers, architects, team leaders, project managers, designers)
- ★ Average ratings: 4.8 out of 6
- ★ Established long-term business relationships

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|------------------------|------------|--------------------|---------------------|
| AKQA | Amsterdam | UX Contractor | July – August 2013 |
| Vodafone | Maastricht | UX Contractor | Oct – Dec 2011 |
| CognitiveMatch | London | Lead UX Consultant | Jan 2009 – Jun 2011 |
| Sabre Holdings | Cracow | Senior UX Designer | Jul 2010 – Feb 2011 |
| MyBuilder | London | UI Designer | Jun 2009 – Jan 2010 |
| NetPlayTV | London | UI Designer | Dec 2008 – Jun 2009 |
| MrTed (Lumesse) | Cracow | Usability Expert | Jul 2007 – Sep 2008 |
| Mobiteam | Cracow | Web / UI Designer | Mar 2006 – Apr 2007 |

Skills

Design

UI & UX design
 Wireframing
 Clickable prototypes
 Mockups
 Interaction design
 Usability principles
 Design patterns

Research

User testing & analysis
 A/B
 Personas
 Story boards
 Task flows
 User scenarios
 Functional Specifications

Software & Language

Photoshop
 Balsamiq
 Axure
 HTML
 CSS
 JavaScript (jQuery)
 SVN

Education

★ **University of the Science and Technology (AGH) in Cracow**

Automatics and Robotics, specialization: Computer Science in Control and Management.

Master thesis: “AJAX as a new interaction model” — description of AJAX as a new innovative user-computer interaction model.

★ **Business Psychology at University of Economics in Cracow (Postgraduate)**

Others

★ **Coach at numerous companies**

350+ attendees, 29+ UX workshops, average ratings: 4.5 out of 6

★ **Lecturer at Jagiellonian University & University of Science and Technology AGH**

Responsible for creating and conducting UX lectures for 100+ students

★ **Speaker on EduCamp Conference 2013**

“Usability in modern education — how good interfaces can improve e-learning”

★ **Volunteer at Szlachetna Paczka**

Helping families in need to find the way to improve their situation

★ **Finisher of Herbalife Half-Ironman Triathlon 2014**

Don't ask... ;)

“True eloquence consists in saying all that should be said, and that only.”

François de la Rochefoucauld