Magdalena Piasecka
UX/Product Designer

Experienced in working at the cross-section of multiple industries, combining research, analytical thinking, and design to create functional, intuitive, and human-centered services and solutions.

Work experience

→ UX Designer · Allegro · 04.25 – present

Designing solutions that enhance the merchant experience. On a daily basis, I collaborate with cross-functional teams and engage in research and workshops to inform meaningful, user-focused design. My work focuses on solving complex problems with clarity and creating outcomes that feel intuitive.

→ UX Designer · 10Clouds · 03.21 – 01.25

Responsible for conducting research and strategic activities for a wide range of industries and project sizes. Performing both qualitative and quantitative research, especially in the field of Product and Cusotmer Discovery and Market validation. Preparing UX deliverables and designing digital solutions.

Selected projects

Umio.to · Education

- Conducting **UX Audit**
- Performing **desk research** including **competitor and customer research**
- Participating in **strategic workshop**
- Conducting **qualitive and quantative research** including **surveys, in-depth interviews**
- Creating **personas customer journey maps, user story mapping and information architecture**
- Preparing **user flows** and **mid-fidelity wireframes**
- Conducting **usability testing**
- Creating raports

Delivered all UX outputs that shaped the long-term business strategy.

NFT Marketplace white-label · Blockchain

- Conducting **competitor analysis**
- Performing **service sarafi**
- Delivering **information architecture and user flows**
- Developing **high-fidelity wireframes** for various devices (RWD)
- UI and tech team support

Shaped essential features and functionalities that led the delivery process.

Banking product · Banking

- Prepared and **conducted tree testing**
- Prepared a research raport

Provided data-driven recommendations for restructuring the information architecture.

Lifestyle product · Lifestyle

- Translated web information architecture into mobile information architecture
- **Prepared a conducted card sorting**
- Build **mid-fidelity wireframes**
- UI support

Developed new architecture and managed cognitive issue with categories.

→ Product Designer · 10Clouds · 11.21 – 03.21

→ Junior Product Designer · 10Clouds · 06.21 – 11.21

→ Junior Researcher · VLIZ - Vlaams Instituut voor de Zee (Oostende, Belgium) · 07.19 - 09.19

Developing a pilot study aimed to assess the emotional mechanisms of awe and nostalgia as potential mediators in the effect of coastal environments on psychological wellbeing, and more specifically the reduction of stress.

Contact

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Skills

UX Research · UX Strategy · IDI · UX Audits · Qualitive research · Quantitative research · Product Discovery · Workshops facilitation · Heuristic evaluations · Usability testing · Analytical thinking · Wireframes · UX/UI Design

Tools

Figma · Miro · Jira · Confluence

Languages

Polish - native · English - C1

Education

Master's degree Psychology
USWPS Wrocław · 2015 - 2020

Interests

Kitesurfing, Windsurfing