



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 - 04.2026

Designed solutions that enhanced the merchant experience, translating business requirements and user needs into clear, intuitive digital experiences. Collaborated closely with cross-functional teams and contributed to research and workshops to identify opportunities and inform design decisions.

→ [UX Designer](#) · 10Clouds · 11.21 – 01.25

Designed user-focused digital experiences across a wide range of industries and project scopes, from early product discovery and strategy through to wireframing, prototyping, and final design solutions. Worked closely with clients and cross-functional teams to translate business goals and user needs into clear, intuitive, and effective experiences.

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.

→ [Junior Product Designer](#) · 10Clouds · 06.21 – 11.21

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

Developed a pilot study investigating the emotional mechanisms of awe and nostalgia as potential mediators of the relationship between coastal environments and psychological wellbeing, with a focus on stress reduction, as part of a summer research placement during my studies.

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](#)

Courses & Certifications

Navigating Web Content Accessibility Guidelines (WCAG)

WCAG Step by Step by Wojciech Kutyla

[Accessibility](#)

[WCAG](#)

[Web Content Accessibility Guidelines](#)

Education

Master's degree in Psychology
USWPS Wrocław · 2015 – 2020

Interests

Kitesurfing, Windsurfing