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# Magdalena Piasecka

UX/Product Designer

5+ years of experience across industries, combining research, analytical thinking, and design to create intuitive, functional, and human-centered digital products and services.

## Work experience

→ UX Designer · Allegro · 04.25 - 04.26

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 sarafı**
- 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 Kutyła

Accessibility · WCAG · Web Content Accessibility Guidelines

## Education

Master's degree in Psychology

USWPS Wrocław · 2015 - 2020

## Interests

Kitesurfing, Windsurfing


I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).