



Magdalena Piasecka

UX Designer and Researcher

UX Designer and Researcher working in the cross-section of industries, from Fintech, Blockchain to Education and Healthcare. Experienced in conducting research, running experiments, performing analysis, and designing services. Strong analytical skills with a Master's degree in Psychology.

Work experience

→ [UX Designer](#) · 10Clouds · 03.22 - 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 Customer Discovery and Market validation. Preparing UX deliverables and designing digital solutions.

Selected projects

Polska Fundacja Przedsiębiorczości · Education

- Conducting **UX Audit**
- Performing **desk research** including **competitor and customer research**
- Participating in **strategic workshop**
- Conducting **qualitative and quantitative 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 reports

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

NFT Marketplace white-label · Blockchain

- Conducting **competitor analysis**
- Performing **service safari**
- 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 report

Provided data-driven recommendations for restructuring the information architecture.

Lifestyle product · Lifestyle

- Translated web information architecture into mobile information architecture
- **Prepared and 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
- Qualitative research
- Quantitative research
- Workshops facilitation
- Product Discovery
- Heuristic evaluations
- User-Centered Design
- Accessibility
- Wireframes
- UX Design

Tools

- Figma
- Miro
- Jira
- Confluence

Languages

- Polish - native
- English - C1

Education

Master's degree Psychology

USWPS Wrocław · 2015 - 2020

Interests

Kitesurfing, Windsurfing, Korfball