Mateusz Marzec

UI/UX Designer

Gdansk, PL

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Certificates

Google Analytics
Feb 2023
Google Digital Academy (Skillshop)

Enterprise Design Thinking - Co-Creator & Practitioner
Oct 2022
IBM

PRINCE2 Agile Foundation
Aug 2022
PeopleCert

ITIL Foundation Level
Jan 2022
PeopleCert

Skills

Problem Solving

Attention to Detail

Critical Thinking

Collaboration & Communication

Open-Mindedness

Adaptability

Languages

Polish - Native

English - C1

Professional Profile

Detail-oriented UI/UX designer with over 4 years of commercial experience in designing intuitive user interfaces. I help businesses create seamless user experiences that aligns with their brand strategy by combining empathy with innovative design strategies.

Experience

Digital Designer & Developer   Oct 2023 - Present

Freelance - Remote, PL

- Designed multiple wireframes and prototypes using Figma for a diverse range of clients.
- Conducted comprehensive User Experience audits to identify pain points and enhance usability, leading to improved client satisfaction and engagement.
- Developed complex design systems in Figma for various clients, ensuring consistency and scalability across their digital platforms.
- Implemented projects using no-code tools like Framer and Wix Studio, while also delivering several projects with standard web technologies(HTML/CSS/JS) and React.js for more customised solutions.

Web Designer   May 2022 - Sep 2023

Coventry University Students ' Union - Coventry, UK

- Redesigned and implemented a new website with a strong focus on user-centric design, significantly enhancing the overall user experience.
- Conducted various user research methods, including focus groups and A/B testing, to evaluate user experience and inform data-driven design decisions.
- Achieved a 97% post-checkout satisfaction rate and increased engagement by 40% through targeted user experience improvements.
- Created assets, wireframes, and mock-ups to support web projects and marketing campaigns, ensuring alignment with client objectives.
- Developed a dedicated Marketing Information System that empowers the organisation to make informed decisions based on data-driven insights.

Web Designer   Mar 2023 - Aug 2023

Circular11 - Remote, UK

- Conceptualised and designed a cohesive, on-brand design system to enhance visual consistency and elevate the organisation's web presence.
- Delivered SEO training for the organisation, resulting in improved search engine rankings and a significant increase in web traffic.

Web Developer   Jan 2021 - Mar 2021

PetKingdom Poland - Remote, PL

- Developed an eCommerce store using the Shopify platform, focusing on user experience and streamlined functionality.
- Increased conversions by 25% by leveraging user analytics tools to track customer data and behaviour effectively.
- Boosted organic traffic by 40% through the successful implementation of targeted SEO strategies

Education

Bachelor of Science   Sep 2019 - Apr 2022

CU Coventry - Coventry, UK

Digital & Technology Solutions, 1st Class Degree