

Agata Juszkiewicz

Bringing value through applying human-centred design to technology while balancing user and business goals fascinates me! I have done design for mobile, desktop, wearables and virtual reality. Identifying user needs, solving problems and making things happen is what motivates me. I believe in frequent iterations and concepts validation with users and stakeholders to learn faster while being never too proud to fail.

WORK EXPERIENCE

Freelance | Product, UX and Brand Designer

Sep 2016 – Present, Worldwide

- Design and consultancy for various size enterprises or individual clients focusing on branding and user experience of their products and services.
- Projects have covered: brand identity design for companies and start ups, user experience and interface design (UX/UI) for websites and apps, existing product UX audit, user research and insights, visual communication design for international conferences and events, wayfinding design, graphic design, posters, brochures, book covers, co-creation sessions and workshops.

Royal College of Art | Product and Service Designer

Sep 2018 – Jul 2020, full-time, London

- During two years Masters course I worked on projects with real clients and stakeholders such as: Lloyds Bank, CERN, Telefonica, ThoughtWorks, World leading Asset Management company. I examined the complex technological, cultural and systemic issues facing businesses in private and public sector to create new products and services for now and the future on topics such as banking, retail, automation, health.
- Focused on identifying human needs through both qualitative and quantitative research; understanding complex problems by visualising landscape, user journeys, stakeholder maps, service blue prints, eco system maps, future scenarios; ideating and prototyping innovative solutions or sometimes just fixing the basics; building digital products or services, wireframes, user flows, low-fi and high fi-mockups, prototyping and testing.

Imperial College Business School | Product Design Consultant

Sep 2019 – Jan 2020, part-time, London

- Consulted product design and strategy for Executive MBA students in developing their Innovation, Entrepreneurship and Design course project, a healthtech start-up business proposition.
- Supported with user research, defining user pain points and needs, user journey mapping, product strategy, user-centered design, UX flows and mockups, UX/UI design, logo and branding.

Medidata Solutions | Product Designer

Jul 2019 – Oct 2019, internship, London

- Conducted research into common accessibility pain points on web pages via a survey to help prioritize auditing the issues in the Medidata platform. As the result of the audit, created UX/UI accessibility guidelines within the Medidata Design System for designers, engineers and testers to help them make their products more accessible.
- Took an initiative in facilitating a greenfield all-interns project exploring the future of virtual clinical trials. In a team, produced a visualisation of the current and potential future patient journey highlighting the pain points and opportunities to help employees across the firm empathize with patients.

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 EU citizen based in London, UK

AWARDS

CERN x RCA Grand Challenge

2019, London/Zurich

- Awarded for HealthTech food innovation solution *Knowtrition* (among 374 students, 74 interdisciplinary teams) and presented the project to engineers and entrepreneurs in CERN in Switzerland.

KPMG Poland Ideas Loading

2018, Warsaw

- Awarded in the Grant Program dedicated to supporting students' business projects for the *Understand Africa: Business Opportunities* voluntary initiative developed with students from Warsaw School of Economics.

SKILLS

Design skills

Product Design, UX Design, Interaction Design, Visual Design, Service Design, UX Research, Strategic Design, Prototyping

Research skills

Interview, Survey, Personas, User Journey Mapping, Service Blueprint, Usability Testing, Competitive Analysis

Soft skills

Proactive, Collaborative, Communicative, Creative, Empathetic, Self-aware

Tools

Sketch, InVision, Illustrator, Photoshop, InDesign, Premiere, After Effects, Miro, Mural, Unity3D, Arduino, HTML, CSS

LANGUAGES

English (fluent), Polish (native), Chinese (beginner)



Polidea | UX/UI Designer

Jan 2018 – Sep 2018, full-time, Warsaw

- In the team with an VR prototyper, engineer and project manager, owned many design components of a Virtual Reality game with mobile and desktop website built for the internal customer to demo companies VR capabilities at an upcoming conference. Specifically, defined and visualised initial concepts and vision of the product, designed UX flows, built low-fidelity 2D wireframes and high-fidelity 3D interfaces with interactions, tested the prototypes with users, designed the robotic arm behaviour in response to user interactions in VR.
- Iterated closely with engineers and the client while redesigning the Bluetooth connectivity flow and location permissions collection privacy for a HealthTech mobile app and its wearable to fix connectivity UX issues and improve privacy within the app.

UNESCO | Branding and Visual Designer

Sep 2016 – Sep 2017, part-time, Warsaw

- Won, in the team of four designers, the competition organised by National Heritage Institute to design the visual identity and way-finding system for over 2.000 international participants at the UNESCO 41st Session of the World Heritage Committee two-week session in Cracow, Poland.
- While collaborating closely with the stakeholders including the Institute director, delivered as the team amongst others: brand book, website mock-ups and way-finding system for the event.

Alior Bank | UX/UI Designer

Jul 2016 – Oct 2016, internship, Warsaw

- Designed UX flows, UI and interactions for features in Alior's banking app guided by Alior's Design System.
- Designed low fidelity wireframes for an app and helped guide strategy to build loyalty amongst visitors for one of the biggest ski resorts in Poland. The produced by me user journeys and UX flow became fundamental for further design work.

EDUCATION

Royal College of Art | Master of Arts in Service Design

Sep 2018 – Jul 2020, full-time, London

- Worked on projects with: **Lloyds Banking Group, ThoughtWorks, Telefónica, CERN**

Polish-Japanese Academy of Information Technology | Bachelor of Arts in Visual Communication

Sep 2014 – Jul 2017, full-time, Warsaw

- Awarded **University president's scholarship** for the best Student of the Year

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