

Paulina Gołębiowska



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Sep 2020 -
Present

Senior UX Designer Consultant | *Hybrid*

NHS, Supercell, Tengai, Dreams App, NK, Haystack, Flavourit;
Offering UX, Strategy, Research and UI consulting services to clients. Uncover user needs and making sure it aligns with business objectives. Gather stakeholder requirements, led client meetings, create and conduct research (usability testing, user testing) and present insights with actionable recommendations. Lead architecture design, interaction design, wireframing and prototyping. Some of my achievements include:

- ❑ Collaborating with **NHS founded platforms** to encourage more patients to use video appointments during COVID-19, alleviating healthcare system pressure. Involves research activities like patient interviews, usability tests, stakeholder interviews etc.
- ❑ Design of the **Supercell Store** as a UX Designer and UX Researcher. Worked on **Supercell Creators, Supercell X App**.
- ❑ Led end-to-end **MVP design** for multiple emerging startups, from Research and Strategy to final wireframes, prototypes and testing. Money Management **Dreams App**, Wine tasting **Flavourit**, Dating App **Haystack**, Mental health influenced MVP Unload App;
- ❑ Manage the research study for **Tengai**, an interactive AI avatar platform used for conducting initial interviews with job candidates.
- ❑ Mentoring UX Designers.

Going, EA, Supercell | UX/UI Consultancy

- ❑ Collaborated with cross-functional team to design and execute UX concept for **NeedForSpeed E.A.**'s Lane Changers, attracting 191k unique players and 454K page views over several weeks.
- ❑ Designed App for **Scott's Cheap Flights** (Going);

June 2018 -
March 2019

UX/UI Designer | *Submer | Onsite*

In an **Agile** environment, initiated and conducted a Design Sprint to understand new customers for Submer's niche product - Immersion Cooling Solution for Data Centers. Created prototypes, usability engineering, and built a company website using Webflow. Managed all visual design projects, including branding, graphics, iconography, marketing, and communications. Thrived in a fast-paced environment, meeting daily needs and changes to deliver measurable financial results.

Nov 2016 -
April 2018

User Interface Designer | *Hycom | Onsite*

Designed landing pages for responsive web and mobile apps, collaborating with developers, product managers, and designers. Managed **design libraries and systems** to meet branding requirements. Thrived under time pressure and changing needs, working on multiple projects and exchanging tasks with the team.

- ❑ Designed **NjuMobile.pl**, a telecom portal for Orange's sister company, as well worked on design system of **Orange.pl**. Designed UI screens, check-ins with Lead Designer, met with the client, presented concepts, distributed workload, and worked closely with multidisciplinary team.

Tech-curious human- centered UX specialist

UX Skills: Information Architecture, Interaction Design, Prototyping, Wireframing, Analytical Thinking, Continuous Learning, Collaboration, User Research, Cognitive psychology, UX Strategy, Workshop Facilitation Master;

Research methods: User Interviews, Surveys, Usability testing/engineering, Card Sorting, A/B Testing, Diary Studies, User Testings; **Research Artefacts:** Research Plan, Research Brief, Interview Script, Research Findings Report, Personas, Journey Maps, Card sorting results, Usability testing analysis and results, Creating actionable recommendations;

UX Strategy Skills: Strategic Thinking, Stakeholder Management, Market Research, Alignment with Business Goals, Design Thinking;

Familiarity with: Front-end development technologies such as HTML, CSS, JS and agile methodology. Service Design and Industrial Design.

Tools: Figma, Zeplin, Sketch, Adobe XD, Axure, Illustrator, InVision, After Effects, Webflow, Lookback;

Education:

- **Industrial Design**
Bachelor's degree
Academy of Arts, Łódź, Poland
- **User Centricity**
Course
Barcelona