UX Designer

Skills

Figma, FigJam, Miro, Hotjar, User Interviews, Respondent, Google Analytics, Adobe Suite, Jira, Confluence

Basic knowledge of HTML and CSS

Education

Bachelor in Advertising Design

Universidad Veritas

Course: User Experience Accenture

Course: Introduction to User Experience Design

Georgia Institute of Technology

Languages

English (Advanced)

Spanish (Native)

Polish (Intermediate)

Interests

Illustration - polilovi.com

Experience

UX Designer - Aldi Nord

2024 - Current

- Introduce and implement the continuous discovery framework to gather ongoing user feedback, addressing previous lack of research practices within the app team.
- Facilitate alignment workshops with stakeholders to gather requirements and ensure design solutions aligned with business goals.

Sr. UX Designer - GoodData

2021 - 2023

- Collaborate with marketing to align website goals with OKRs and lead website iterations as product owner.
- Led the optimization of the conversion funnel on the company's website by leveraging user flows, resulting in a doubling of trial registrations.
- Conduct UX research including discovery research, market studies, and stakeholder interviews to support marketing and pre-sales teams, and present the findings to stakeholders.
- Working cross functionally with engineers, marketing and sales department.

Web Designer (UX/UI) - Radio Free Europe

2020 - 2021

- Design high-fidelity prototypes for the CMS, resulting in a reduction in user friction and validation of the prototypes by user interviews.
- Lead the development of brand guidelines governing the design aspects of the Radio's digital products and publications.

Freelance digital designer

2017 - 2020

- Manage multiple projects from brief to delivery, ensuring consistent brand standards and timely completion of deliverables.
- Present and communicate with stakeholders about design strategies and visual assets.

Visual Designer - Workaholic

2016

- Brainstorm and partner closely with creative directors to develop relevant new content ideas and strategies.
- Design logos and corporate guidelines.
- Develop visual assets for social media channels, advertising campaigns, and website, resulting in a increase in and brand awareness.