

# Martyna Cudak

UX / UI DESIGNER

## PORTFOLIO

[martycud.com](http://martycud.com)

## EXPERTISE

USER INTERFACE

USER EXPERIENCE

SITE ARCHITECTURE

WEB DESIGN

GRAPHIC DESIGN



## MY PROFILE

Creativity and design have always been the strongest asset throughout my life. Having the artistic educational background and over 10 years' experience as a user experience designer, web designer and frontend developer it showed me what is important and how good design experience can improve the quality of people lives.



## MY EXPERIENCE

### UX / UI SENIOR WEB DESIGNER Carzone.ie

2012 – Present

- Full responsibility for the design and maintenance of carzone.ie Ireland's number one motoring website.
- UX research with a collaboration of data analysts, gathered data review and competitor's analysis.
- User flows and user stories based on interviews and research.
- Low and high-fidelity wireframes and interactive InVision prototypes.
- A/B testing with in-house products.
- UI pixel perfect visual concepts based on UX feedback.
- UI design and frontend for top car brands franchise dealers such as BMW, MINI, Mazda, Mercedes-Benz.
- Introduction of user experience into Agile software development.
- Mentoring and training for junior designers.

### WEB DESIGNER Carzone.ie

February 2011 – 2012

- UI design and development of Carzone.ie website.
- UI design and frontend development for the main motoring dealers websites.
- Design promotional materials for campaigns including email marketing.
- Flash banner advertising, landing pages, print design and other formats.

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## DESIGN

## SKETCHING

## PROTOTYPING

## ITERATION

## WIREFRAMING

## IDEATION

## CONCEPTUALIZING

## USER INTERACTION

## VISUAL IMAGING

## MAPPING

## PIXEL PERFECT ALIGNMENT

## FRONTEND DEVELOPER

Globoforce

November 2010 – February 2011 / contract

- Frontend development for integrated social recognition platform.
- Work with designers, web developers and Java developers in an Agile environment.

## FREELANCER

Martycud.com

June 2010 – November 2011

- Responsibility for designing layouts and visualizations for many websites.
- Provide professional level of graphic design for individual clients and develop promotional brochures, catalogues, posters, illustrations, signs.
- Create design solutions to meet diverse client needs.

## GRAPHIC DESIGNER

Malley Sport

March 2010 – May 2011 / contract

- Create customised designs for sportswear, graphics for marketing campaigns and banners for the website.
- Design all promotional displays for print.

## GRAPHIC DESIGNER

OB Sport

November 2007 – March 2010

- Responsible for design of a customised sports clothing range and marketing adverts/brochures.
- Create visual designs and concepts for sports magazines and also for individual adverts of sports events (Rally Ireland, Heineken Kinsale Sevens, Tag Rugby).

# Martyna Cudak

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## TOOLS

SKETCH

ADOBE XD

BALSAMIQ

INVISION

PHOTOSHOP

ILLUSTRATOR

INDESIGN

HTML

CSS

BOOTSTRAP

PEN AND PAPER



## MY EDUCATION

UNIVERSITY OF ART

Szczecin / Poland

2001 - 2006

Degree: Master of Art

- Arts scholarship from the President of Szczecin in Poland: annual award for the best arts achievements for County students 2004-2006.



## MY CERTIFICATIONS

UX & WEB DESIGN MASTER COURSE: STRATEGY, DESIGN, DEVELOPMENT

2017

USER EXPERIENCE DESIGN FUNDAMENTALS

2016



## MY RECENT PROJECTS



### CARZONE REGISTRATION / LOGIN PROCESS

- Planning and undertaking the user research & usability studies.
- Sketching design concepts & producing wireframes.
- Developing & validating interactive prototypes.
- Testing and analysing.

## MY CARZONE-SELL YOUR CAR

- Create harmony between users needs, business requirement and technical limitations.
- Working closely with business analyst, designers and stakeholders to conduct the plan and storyboards.
- Sketching design concept and producing wireframes to present to relevant stakeholders.
- Planning and developing interactive prototypes.
- Testing on early stage with few different age groups.
- A/B online testing.

## CARZONE MOBILE

- Working closely with stakeholders to build the wireframes concepts.
- Research by using gathered informations from Google Analytics and surveys.
- Planning and undertaking the user research.
- Creating high-fidelity prototype in InVision.
- UI design.
- Conducting users focus group for testing.

## UI DESIGN FOR CAR DEALERSHIPS / BMW, MINI, MAZDA, MERCEDES-BENZ

- Working closely with stakeholders to find their needs.
- Planning and undertaking the user research.
- Creating new information architecture and sitemap.
- Creating high-fidelity design based on stakeholders brief and research.
- UI pixel perfect for all platforms, desktop, tablet and mobile.
- Frontend development with the Bootstrap responsive framework.

*Martyna Cudak*

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