

# Martyna Cudak-Sierakowska

Portfolio: <http://martycud.com>

LinkedIn Profile: <https://www.linkedin.com/in/martycud/>

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## Profile:

Creativity and design have always been the strongest asset through all my life.

Having the artistic educational background and over 10 years' experience as the UX Designer, web designer, front-end developer showed me what is important and how good design experience can improve a quality of people lives.

I'm very passionate person with the strong eye for details. I focus mostly on digital/mobile design and I also love oil painting art.

## EXPERIENCE:

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### Carzone.ie

Position: UX/Senior Web Designer

02.2011-Present

- UX research with collaboration of data analysts, gathered data review and competitor's analysts.
- User flows and user stories based on people interviews and research.
- Low and high-fidelity wireframes and interactive prototypes.
- A/B testing with in-house products.
- UI visual concepts based on UX feedback.
- Introduction of user experience into agile software development.

<https://www.carzone.ie/>

<https://m.carzone.ie/>

### Globoforce

Position: Front End Web Developer - Contract

11.2010-02.2011

Design and deliver websites, hand code HTML CSS to W3C standards, work with designers, web developers and Java developers in an Agile environment. Define, develop, and document requirements (user stories) for website features.

### Malley Sport - Customized sportswear company

Position: Graphic Designer - 3 Month Contract

03.2010-05.2010

Following the closure of O'B Sport, I was fortunate enough to secure a three month contract for Malley Sport. This role required me to create customised designs for sportswear, graphic design for marketing campaigns, banners for the website and designing all promotional displays for print.

### O'B Sport - Irish supplier of customized sports clothing

Position: Senior Graphic Designer

11.2007-03.2010

Responsible for designing a customized sports clothing range and marketing adverts/brochures.

Creating visual designs for sports magazines and also for individual adverts of sports events (Rally Ireland, Heineken Kinsale Sevens, Tag Rugby). I also undertook many POS and Promotional Display projects.

## Marcepanstudio - Warsaw advertising agency

Position: Graphic Designer

06.2006-11.2007

Designing promotional displays and marketing products and services. Creating visual designs for annual reports as well as working on creating proper pages for books, magazines, corporate identities, trademarks and logotypes on all kinds of medium (brochures, leaflets, illustrations, posters, catalogues etc.)

<http://marcepanstudio.com>

## Freelancer

Position: Graphic Designer

2005-2006

Providing professional level graphic design for individual clients and developing promotional brochures, catalogues, posters, illustrations, signs etc. Responsible for designing layouts and visualizations for many websites. Creating design solutions to meet diverse client needs.

### EDUCATION:

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## University of Arts in Poland (Szczecin)

Faculty: art and graphics design

2001-2006

Specialization: graphics design

• Degree: Master of Arts – Mark: A

<http://www.akademiasztuki.eu/>

### UX DESIGN PROCESS:

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In early stages it is hard to know enough about the problem. It is important to first answer the 5 Ws (Who, What, Where, When, and Why).

UX research, talking to your users, collaborating with different teams and testing prototypes all help to answer the How?.

1. Discover – identify the problem, your users, and the project goals
2. Analysis – gather data from the research
3. Design – brainstorm for the best solutions, from quick paper drawing solutions through low fidelity to high fidelity wireframes.
4. A/B testing – share the prototypes with the users to gather best feedback
5. Launch

### LANGUAGES:

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Polish - native

English - fluent