

Martyna Cudak

UX / UI DESIGNER

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PORTFOLIO

martycud.com

EDUCATION

University of Art in Poland

Degree: Master of Art

2001 – 2006

COMPLEMENTARY

Enterprise Design Thinking
2020

UX & Web Design Master

Course: Strategy, Design,
Development – 2017

User Experience Design
Fundamentals– 2016

EXPERTISE

USER INTERFACE

USER EXPERIENCE

RESEARCH

DESIGN THINKING

DESIGN PROCESS

WEB DESIGN

GRAPHIC DESIGN

SITE ARCHITECTURE



MY PROFILE

Creativity and design have always been the strongest asset throughout my life. Having the artistic educational background and over 15 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

PRODUCT DESIGNER

Retail inMotion

July 2019 – June 2020

- Use the Design Thinking in the UX design process, defining the issues and identifying new creative solutions through a process of creating and testing a hypothesis.
- Facilitate and participate in the product design workshops.
- Produce design artefacts for every stage of the design process: wireframes, user flows, interactive prototypes, and pixel-perfect visual assets for web and mobile to production quality standards.
- Creation of design system and design pattern libraries in close collaboration with Frontend and Backend Dev Teams.
- Collaborate with Product Managers, engineers and researchers to oversee the user experience of a product from ideation until launch.
- Responsible for the design strategy and roadmap.

UX / UI SENIOR WEB DESIGNER

Carzone.ie

February 2011 – June 2019

- 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.

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UX / UI DESIGNER

TOOLS

SKETCH

ADOBE XD

INVISION

INVISION DSM

ZEPLIN

PHOTOSHOP

ILLUSTRATOR

INDESIGN

JIRA

TRELLO

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

- Responsible 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).