

# Martyna Cudak-Sierakowska

Email: martycud@gmail.com

Portfolio: <http://martycud.com>

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

+48506781881

## PROFILE –

Creativity and design have always been my greatest assets. As a **product design leader**, I bring 15+ years of experience crafting intuitive, high-impact digital experiences. My expertise in **user research, prototyping, interaction design, and scalable design systems** enables me to **lead teams, drive strategy, and deliver meaningful product experiences**.

At easyJet, I redefined the booking experience, leading UX improvements that **boosted customer satisfaction by 3 percentage points to 76%**. I spearheaded the **2024 app rebuild**, integrating modern technology to enhance **speed, usability, and reliability**, strengthening retention—with **75% of seats booked by returning customers**. These enhancements positioned the app as an **industry-leading digital tool**, improving engagement from booking to check-in.

I thrive in **cross-functional teams (10–30 people)**, collaborating with product managers, developers, and senior stakeholders to turn challenges into **seamless, accessible, and beautifully crafted digital experiences**. For me, great design isn't just about aesthetics—it's about **impact, usability, and creating products people love to use**.

## EXPERTISE –

User Experience, UX Research, Leadership, Business & Strategy, Design Process, Design Thinking, User-Centred Design, Design Leadership, Prototyping, Agile, creating high-end digital experiences for luxury brands franchise BMW, Mazda, MINI and Mercedes-Benz.

## SKILLS –

Figma, Sketch, Adobe XD, FigmaPrototyping, ProtoPie, UserTesting, Userzoom, HotJar, ZeroHeight, Storybook, Confluence, Jira, Trello, Adobe Photoshop, Adobe Illustrator, HTML, CSS, GitHub

## EXPERIENCE –

### Senior Product Designer / Travelport

Dublin, Ireland

02. 2021 - 02.2025

- **Leading the design strategy** with a focus on user-centered design, aligning app experiences with user needs and business goals, resulting in a more intuitive journey and increased booking completion rates.
- **Driving the end-to-end design process** for key features, prioritizing usability, accessibility, and seamless interaction, enhancing the booking experience and overall app usability.
- **Collaborating with cross-functional teams** and stakeholders to design solutions balancing user insights with technical constraints, improving customer satisfaction and streamlining the travel experience.
- **Establishing a scalable design system** to ensure consistency and enable faster feature delivery, supporting a cohesive user experience across the app.
- **Conducting user research**, usability testing, and feedback analysis to refine designs, driving higher engagement and positive customer feedback post-launch.
- **Positioning the easyJet app as an industry leader**, recognized for its innovative, customer-focused design, boosting app store ratings and strengthening its competitive position in the travel industry.

Achievements:

- Enhanced easyJet iOS App Experience – **Boosted App Store rating from 4.4 to 4.8 in mid-2024** through significant UX and design improvements.
- Increased Booking Conversions & Customer Retention – Played a key role in improving the user experience of the easyJet app, **contributing to 75% of seats being booked by returning customers**, strengthening user loyalty and engagement in 2024.
- Enhanced Customer Satisfaction – Led UX and design improvements that helped increase overall **customer satisfaction by 3 percentage points to 76%**, making the booking journey more seamless and intuitive.
- Drove User-Centric Culture – Advocated for continuous user feedback loops, integrating insights that **influenced 80% of product design decisions**.
- Consistently Top-Rated Performance – Earned **5-Outstanding performance** ratings annually.
- Recognized for Excellence – Received the **highest customer review from easyJet**.

## Product Designer / Retail inMotion

Dublin, Ireland  
07.2019 - 06.2021

- **Implementing Design Thinking**, defining key issues and developing solutions that enhance user satisfaction and engagement.
- **Facilitating product workshops** to encourage collaboration, driving creative solutions and streamlining the design process.
- **Developing wireframes and prototypes** to validate design assumptions early, reducing costly changes and improving project efficiency.
- **Producing high-quality design artefacts**, including wireframes, user flows, and interactive prototypes, ensuring consistency across the web and mobile platforms.
- **Establishing design systems** with frontend and backend teams, creating pattern libraries to improve efficiency and maintain a cohesive user experience.
- **Leading cross-functional collaboration** with product managers, engineers, and researchers, ensuring successful product rollouts that meet user needs and business objectives.

Achievements:

- Established a **New Design Team & Framework** – Played a key role in building Retail inMotion's new design team from the ground up, defining processes, and implementing a **Design Thinking framework** that streamlined collaboration and innovation.
- **Integrated Design with Development** – Embedded design within development teams, fostering a seamless cross-functional workflow that improved efficiency and reduced handoff issues

## Senior UX / UI Designer / Carzone.ie

Dublin, Ireland  
02.2011 - 07.2019

- **Leading the full design and maintenance of Carzone.ie**, Ireland's number one motoring website and app, ensuring continuous improvements that strengthened its market position and user engagement.
- **Designing UI visual concepts** based on UX research, ensuring brand consistency, accessibility, and an improved overall user experience, increasing user satisfaction and retention.
- **Conducting UX research** with data analysts, gathering insights from competitor analysis and user behaviour to drive product improvements.
- **Developing wireframes and interactive prototypes** to validate designs early, reducing costly rework and improving development efficiency.
- **Designing UI and developing frontend solutions** for top car brand franchise dealers, including **BMW, MINI, Mazda, and Mercedes-Benz in Ireland**, enhancing their digital presence and customer experience.

Achievements:

- **Led the Design Team & Growth of Carzone.ie** – Spearheaded the full design and maintenance of Ireland's #1 motoring website and app, implementing continuous improvements that boosted user engagement and market dominance.
- **Mentored & Onboarded Junior Designers** – Acted as a mentor for junior designers, overseeing their onboarding and skill development, fostering a collaborative and high-performing design culture.
- Contributed to Design **Hiring & Recruitment** – Played an active role in the hiring process, conducting interviews and assessing candidates to help build a stronger, more effective design team.
- **Partnered with the sales team** to design custom dealer websites, leading to a **15% increase in luxury brands dealer** engagement.

## Frontend developer / Workhuman

Dublin, Ireland  
11.2010 - 01.2011

- **Developing frontend solutions** following W3C standards for an integrated social recognition platform, ensuring accessibility, performance, and cross-browser compatibility.
- **Optimizing website performance** by improving load times and refining code efficiency.
- **Collaborating with designers, web developers, and Java developers in an Agile** environment to deliver seamless and scalable user experiences.
- **Conducting code reviews** and implementing best practices to maintain clean, maintainable, and reusable code.

**Graphic Designer** / Marcepan Studio, O'B Sport, Malley Sport, Martycud.com  
Dublin, Ireland  
06.2006 - 10.2010

## EXPERIENCE —

### **University of Art**

Graphic Design with degree: Master of Art  
Szczecin, Poland  
02. 2021 - 02 2025

## COMPLEMENTARY —

**Design Strategy d.MBA** - 2024 d.MBA  
**Leadership & Strategy** - 2023 Travelport  
**Design Thinking** - 2022 Travelport  
**Building and Leading Successful Teams** - 2021 Skillsoft  
**Leadership Insights on Coaching** - 2021 Skillsoft  
**Google Analytics Essential Training** - 2020 Corey Koberg - LinkedIn  
**Collaborative Design: Vision & Strategy** - 2020 Lauren Bacon - LinkedIn  
**Interaction Design: Structure** - 2020 Diane Cronenwett - LinkedIn  
**Enterprise Design Thinking Practitioner** - 2020 IBM  
**UX & Web Design Master: Design, Strategy, Development** - 2017 Joe Natoli  
**UXD Fundamentals** - 2016 Joe Natoli  
**HTML5** - 2013

## LANGUAGES —

English - Fluent  
Polish - Native