

MARTYNA TOMASZEWSKA

mart.tomaszewska@gmail.com

martynatomaszewska.com

+420 725 461 348

Through 15 years I gained practical knowledge of best practices and design principles for mobile and web design. Helping people and improving their experiences with technology is my calling and passion, which I love to share and learn more about. But helping people to grow is my meta-goal.

PROFESSIONAL EXPERIENCE

HCL / Novartis

Apr 2019 – Present

Principal User Experience Designer

Creating consistent design pattern for Novartis internal business apps, crucial for customer operations, strategy and revenue. Closely collaborating with product owners, data scientists and developers.

- Researching, prototyping, validation, high fidelity design.

Nov 2016 – Mar 2019

Senior User Experience Designer

Improving UI/UX design of multiple mobile apps, build for patients with serious medical conditions, with accessibility and equity in mind.

NCR

Feb 2015 – Oct 2016

Senior User Experience Designer

Improving UX of apps used by more than 100,000 restaurants worldwide.

- Prototyping, wireframing, UI design and components library.
- Research, validation (A/B, surveys, remote testing), analytics review.
- Collecting requirements, problem framing, workshops, personas, user flow and journey mapping.
- Design tests and interviews during UX designer hiring process.

Dec 2012 – Jan 2015

Lead User Experience Designer

Leading USA based team of UX designers. Redesigned and improved Pulse app (iOS/Android), equivalent of nearly 20 standalone mobile apps.

- Heuristics evaluation, research, personas, user flows, testing.
- Sketches, wireframes, interactive prototypes and UI design.
- Consultancy, research and reviews for dev teams.

NetDirect / Allegro

Aug 2011 – Mar 2012

Team Leader / Manager

Project, team and customer relations managing, consulting and facilitation of design projects. I was responsible for bringing company product to foreign market (Romania).

PROFESSIONAL EXPERIENCE

Tieto

Aug 2011 - Mar 2012

User Experience Expert

Starting and leading Usability Team as UX expert.

- UI/UX design audits, research, collecting customer insights, prototyping.

Jun 2010 - Mar 2012

Scrum Project Manager

Managing projects and customer relations.

- Quarterly project planing, estimating, budgeting and task coordinating.

- Developing service improvement & optimisation plans.

Unified Aspects

May 2008 - Jan 2010

UI Designer

Providing visual design for web and desktop apps, game interfaces (GUI), web shops and websites in line with usability and W3C standards.

Osemka

Polsat Media

Apr 2005 - Aug 2005

Web Designer

Improving information architecture and visual design for company news outlets, web shops and online ads. Icons, typography and UI elements design. Branding and web design of company websites.

OTHER EXPERIENCE

MeteoInsight

ActInSpace

Hackathon

Mar 2018 - Nov 2018

User Experience Designer volunteer

- Improving User Experience design and branding, in record speed.

- Winning 2 place and securing ESA BIC Prague support.

- Enhancing design for business customers, for estimated 68% savings on building energy design.

EA Hub

Effective Altruism

Apr 2021 - Present

User Experience Designer volunteer

Redesigning social platform for global movement of EA members improving interaction and knowledge sharing. Designing clickable, animated prototype.

EDUCATION

MSc, Information Technology

University of Warmia and Mazury, Poland

Oct 2000 - Jun 2005

SKILLS

Tools	Figma, Sketch, Adobe XD, Adobe Photoshop, InVision, Marvel, Miro, Avocode, Zeplin, Abstract and more.
Design	Design Thinking framework. User research and validation methods. Devices: mobile, tablet, web, HUD, GUI, FUI (Future UI). Platforms: iOS, Android. Responsive and interaction design.
Development	Basic CSS/HTML, understanding of front-end/back-end technologies.
Personal	Adaptable, empathetic, self-motivated, driven, problem-solving, collaborative, comfortable to work independently and with a team, great verbal communication skills.