Adam Wieclawski

Product & UX Designer

UX solutions that work

About me

After some time in the arts and public service, I decided to combine my eye for graphic design with my analytical skills and took a step into the world of UX.

My design practice relies on attentive research, agile problem solving and close–knit teamwork.

From conducting user interviews to making interactive prototypes, my UX track record is a story of delivering intuitive products that tackle problems and offer solutions.

MY EDUCATION

2021 – 2022 • UX Design Immersive Course, General Assembly

2022 • Product Manager Programme, Udacity

2020 • User Experience Course, UXClub.com

2018 • MA Art History, University College London

MY EXPERIENCE

2022 • Product Designer (freelance), The Victorian Society

2021 • UX Designer (part of the GA course), Utopicode

Previously, I worked in the civil service, art and education sectors.

⟶ **Access my full CV here.**

⟶ **Find me on LinkedIn.**

My work

To gain key insights into the scope of the problem that the future product should address, I use the most effective research methods.

The industry–leading agile frameworks help me elaborate on the deliverables, varying from new features to high–fi clickable prototypes.

I believe that constant iteration makes way for the best UX results. To gauge their impact, I script and run usability test sessions that allow me to integrate user feedback into my solutions.

My toolbox

The following portfolio comprises of 5 projects ranging from mobile apps, e-commerce platforms, custom design systems and responsive websites.

The products discussed in this portfolio have been devoloped with the aid of multiple digital tools and programmes which include:

DESIGN SOFTWARE

Adobe XD
Figma
Sketch

CREATIVE SUITE

Adobe Photoshop
Adobe InDesign
Adobe Illustrator

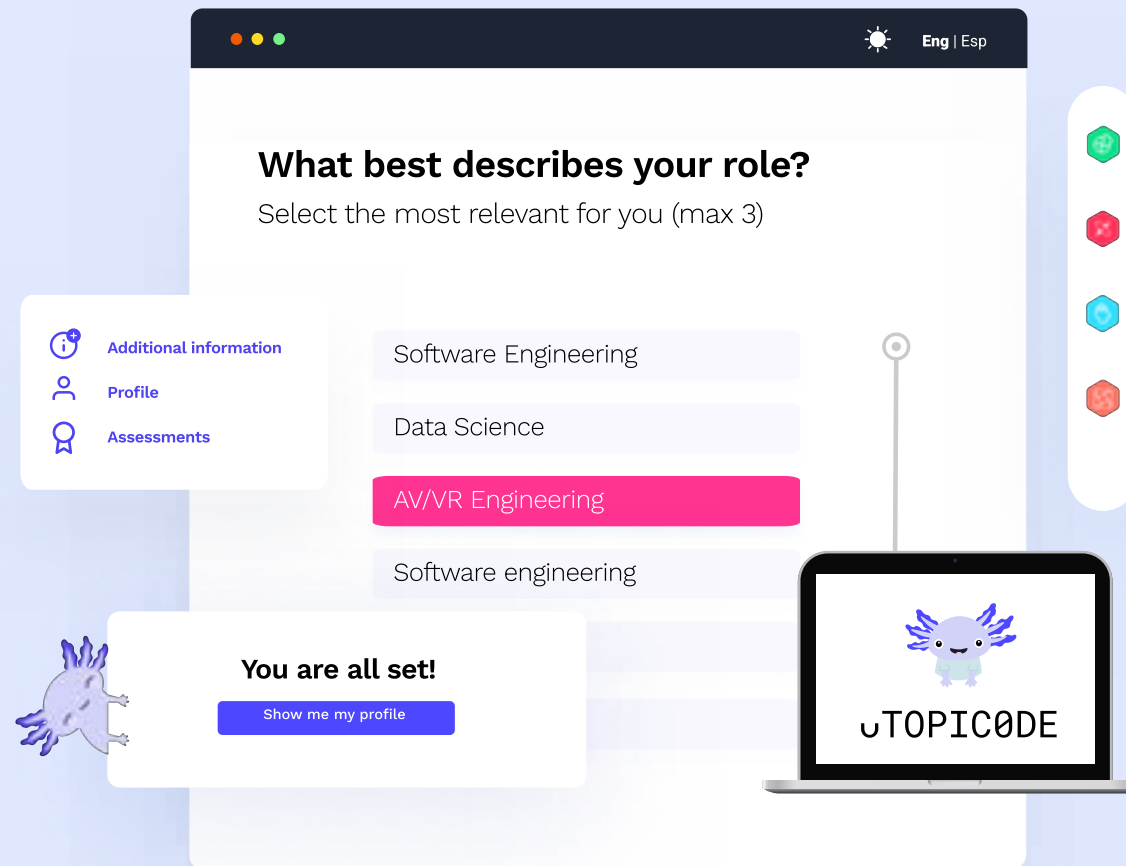### WEB DEVELOPMENT

HTML / CSS
WordPress
Python

USABILITY TESTING

Maze
UserTesting
UserZoom

I improved the sign up process at Utopicode

A South American tech recruiter was in need
of a smoother onboarding experience on their website.

Eng | Esp

What best describes your role?
Select the most relevant for you (max 3)

Additional information

Profile

Assessments

Software Engineering

Data Science

AV/VR Engineering

Software engineering

You are all set!

Show me my profile

υTOPIC0DE

TYPE OF PROJECT
Web and mobile onboarding, Tech recruitment

MY RESPONSIBILITIES
Research, Writing, Product Design, UI Design, Testing

PRODUCT DESIGN FRAMEWORKS
Moscow method, Iceberg method, Decision matrix

UX METHODS
Surveys, User and stakeholder interviews, Competitive analysis, Persona building, Task analysis, Journey mapping, Userflow, User stories, Prototype feedback session, Quantitative and qualitative testing
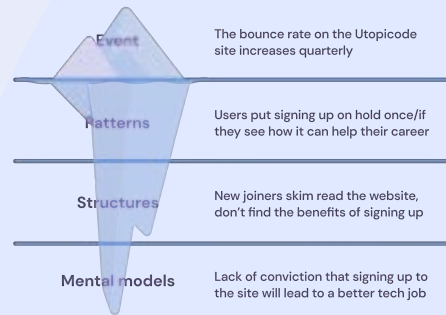
Problem

Client's analytics indicated an increasingly high bounce rate among novice users asked to set up a profile on the recruiter's website.

Q1 2021	46%
Q2 2021	49%
Q3 2021	58%
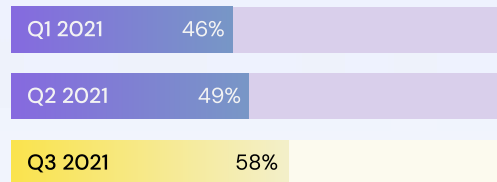
QUARTERLY ABANDONMENT RATE AMONG NOVICE USERS

Approaching a risky threshold of 60% of the new joiners not completing the process, the Utopicode UX team requested a full overhaul of their current onboarding flow. My colleague,

Agata, and I were tasked with reducing the cognitive load of the sign up experience. Our objective was to facilitate the gathering of essential data without compromising on user satisfaction.

Event	The bounce rate on the Utopicode site increases quarterly
Patterns	Users put signing up on hold once/if they see how it can help their career
Structures	New joiners skim read the website, don't find the benefits of signing up
Mental models	Lack of conviction that signing up to the site will lead to a better tech job

THE ICEBERG METHOD HELPED US CRAFT MORE RIGOROUS INTERVIEW SCRIPTS AND SURVEYS
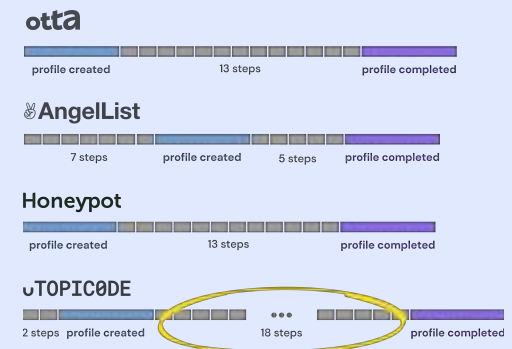
In preparation for the research stage, we adopted an iceberg model to uncover the motivations behind newcomers' hesitancy to complete the sign up. We brainstormed a range of reasons as to why users might find the onboarding troublesome. Our intention was to dig deep into the feedback loops from our interviewees and find the root of the problem beyond our initial assumptions.

Action

The analysis of the problem was two-fold.

The analysis of the problem was two-fold. In the first stage, I was responsible for conducting a series of 12 user interviews and gathering insights on the current onboarding process with two custom-made UX surveys.

To supplement the findings of the primary research, I ran competitive and task analyses of our client's competitors.

otta
profile created · 13 steps · profile completed

AngelList
7 steps · profile created · 5 steps · profile completed

Honeypot
profile created · 13 steps · profile completed

uTOPIC0DE
2 steps · profile created · 18 steps · profile completed

AN EXCERPT FROM THE COMPETITIVE ANALYSIS (SIGN UP PROCESS ON COMPARABLE TECH RECRUITMENT PLATFORMS)

By mapping the main points the users shared with us about the product, we constructed two personas. I wrote a user story and constructed userflows for each of them. Based on these deliverables, we clarified the scope of our task.

To address the problem, we needed to create an onboarding path that was effortless, adaptable and transparent.

Pablo

Profile: a backend developer with +9 years of experience

Wants: to find an employment that will help him strike a healthy balance between work and private life

Needs: a fast way to connect with employers who can offer a job suitable for his extensive experience

Maria

Profile: a junior developer who received her BSc 3 months ago

Wants: to find her first tech job; she hopes to find a remote, part-time job or an internship in Uruguay

Needs: needs to find online outlets that could help her networking

SKETCHING OUT THE PERSONAS

We ran a design studio with our client that allowed us to brainstorm the solutions for a better sign-up experience. The result was an iteration of low-fi sketches followed by mid-fi and high-fi wireframes.

With the feedback we had gathered, we were able to come up with a series of screens that alleviated the load of the process through the principle of chunking and process customisation.
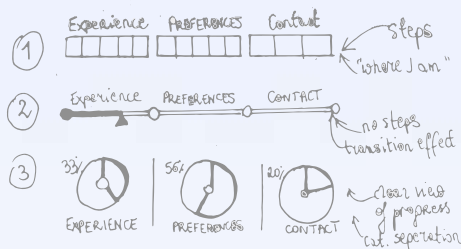
LOW-FI SKETCHES OF PROGRESS BAR ITERATIONS PRESENTED TO THE CLIENT DURING THE DESIGN STUDIO SESSION

Result

The new Figma high-fidelity flow put forward the case for a new onboarding experience. By adding selection controls and a progress bar, the new sign up journey fosters a sense of effortless continuity. The ability to save the progress or skip the questions underscores the full customisation.

Finally, showcasing privacy notices addresses the issue of transparency and how the input data is being handled.

The client appreciated the easiness of the new flow stating that it "created a sense of fast-tracked funnel" for the new joiners.

The high-fi prototype was tested on 10 users via Maze. The first insights showed no signs of dropping out during the process. The users praised the clarity and easiness of the sign up process.

Compared to the sign up process from before, the overall user satisfaction rate went up from 3.6 to 4.7 out of 5.

"The new solution facilitates smoother data collection that doesn't overwhelm the user. It is a great funnel from both the candidate's and the recruiter's perspectives. I also appreciate the explanations included in the flow about what Utopicode does. This helps to instil trust in our mission."

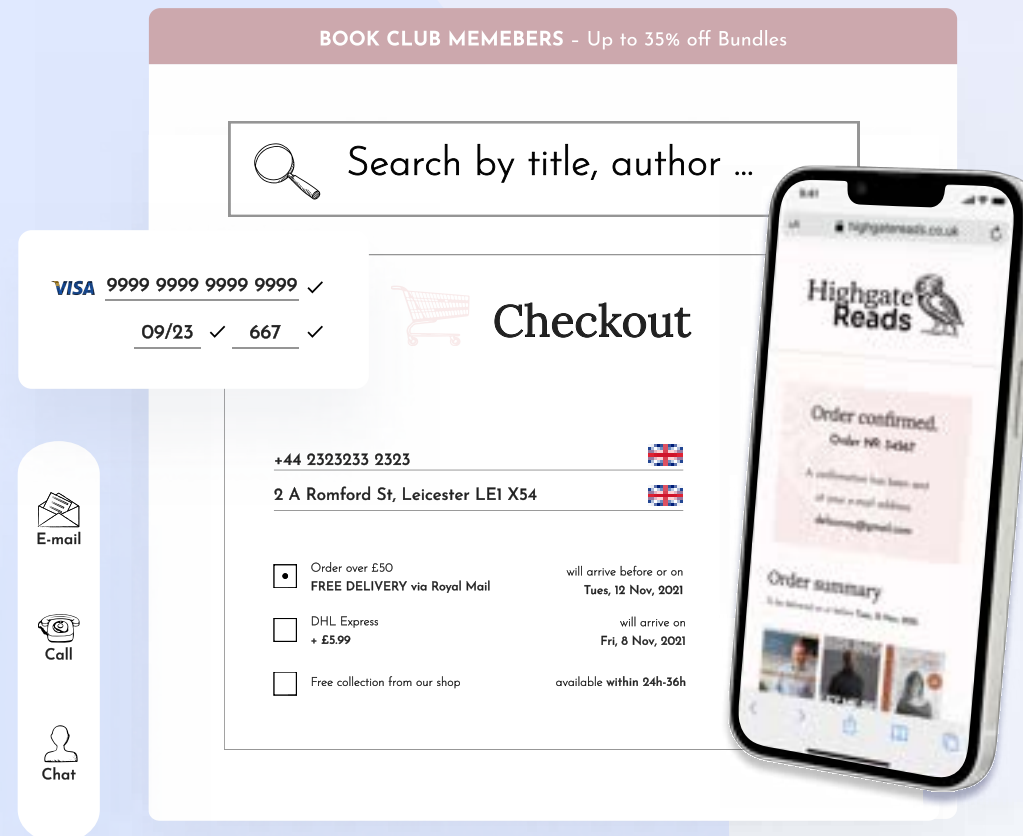Fernando Polli
UX/UI DESIGNER AT UTOPICODE

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Read the full case study >

Highgate Reads needed to increase online sales on their website

To boost their e-commerce profile, I implemented
UX solutions that laid out a clearer path to purchase.

TYPE OF PROJECT

Responsive e-commerce website, B2C platform

MY RESPONSIBILITIES

Research, Information Architecture, Product Design, UX Strategy, UI Design, Testing

PRODUCT DESIGN FRAMEWORKS

Moscow method, Eisenhower method, Ishikawa diagram

UX METHODS

User interviews, Affinity mapping, Brand sprint, Competitive and comparative analysis, Task analysis, Persona building, Userflow, User stories, Card sorting, Tree testing, Prototype feedback session, Qualitative usability testing

Problem

Highgate Reads had to seek new ways of securing the transactions. Despite the high online traffic, very few purchases were actually finalised. This problem called for a more optimal e-commerce experience whose success would be measured by an increased rate of completed orders.
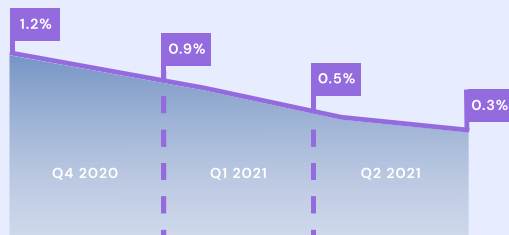
VISIT-TO-PURCHASE CONVERSION RATE ON THE SITE

The client has also reported that in-store customers would often remark that the clarity of the e-shop left a lot to be desired. Customers struggled to find the book they wanted to buy online and often were surprised to find it in a genre category that they believed was wrong.


THE BRAND SPRINT HELPED ME STEER THE FUTURE SITE INTO A NEW DIRECTION THAT HIGHLIGHTED THE SHOP'S USP, A MIX OF FRIENDLINESS AND REPUTABILITY

Action

Since my client's customer range focused primarily on local shoppers, I decided to run a series of user interviews as the best way to gain a first-hand insight into the habits and needs of local customers.

To track the key trends from these interviews, I synthesised the main trends in an affinity mapping exercise. Later, the Ishikawa diagram helped me realise how varied the reasons for not completing an online purchase can be.
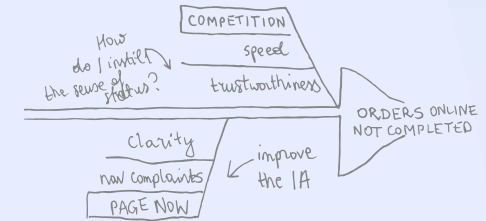
AN EXCERPT FROM THE ISHIKAWA DIAGRAM SHOWS HOW VARIED THE REASONS FOR NOT COMPLETING A PURCHASE MIGHT BE

At this stage, I compiled a brand sprint, comparative and competitive analysis of my client's key competitors as well as delivered two digital personas based on the insights from my interviews.

For each of them, I generated a journey map of their future online experience, from entering the site to completing the purchase.
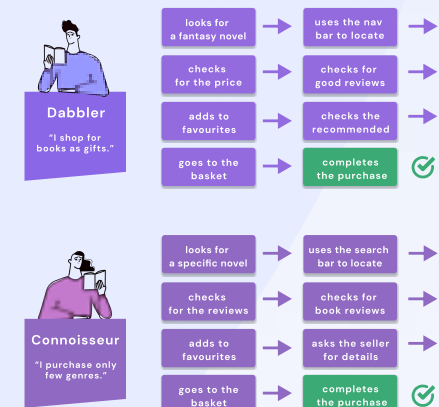
MAPPING THE ONLINE JOURNEY OF TWO DIGITAL PERSONAS THAT HAVE CRYSTALLISED DURING MY RESEARCH

It was now time to think of how the MVP might address the problem of books found in mismatched genre categories. I solved this issue by running a tree testing and a card sorting survey via UX Tweak.

The survey results gave me a better understanding of customers' expectations regarding the shop inventory. This was an invaluable lesson while crafting the information architecture of the new product.

CARDS	Black voices	Fiction	Young readers	Fantasy
"Harry Potter and the Philosopher's..."	0	4	2	8
"Clap when you land"	8	0	6	0
"Girl, Woman, Other"	12	0	2	0
"The Hobbit" (2010 re-edition)	0	3	0	11

CARD SORTING OF THE SHOP'S INVENTORY WAS A BUILDING BLOCK OF THE INFORMATION ARCHITECTURE OF THE FUTURE PRODUCT

Result

A clickable prototype of the home, product, checkout and contact pages was created on Figma. The new interface of the website with clear and engaging calls for action along with

ccessible filters and a more intuitive organisation of product inventory improves the clarity of where the user is supposed to go in order to complete a purchase.

The addition of a quick add button along with an inset basket menu in the top right corner of the website addressed the problem of scarce purchases made on the site stated in the brief.

I developed an appetising way to display products and give customers a clear way to find new items tailored to their needs. A new brand identity conveys a personable feel of the shop.
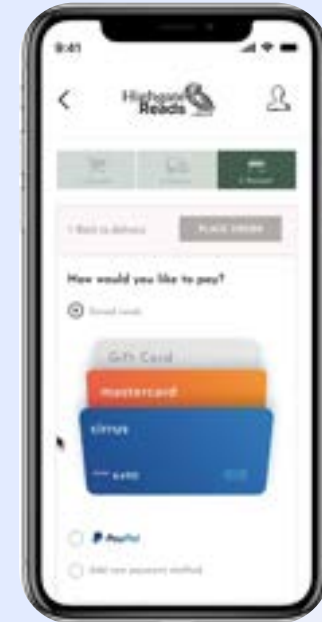
The feedback received in unmoderated testing rounds pointed at the user's enthusiasm for completing the purchase in a more navigable environment.

The benchmark set at 1.5 minutes for the task of looking up and buying a book was met by 9 out of 10 users.
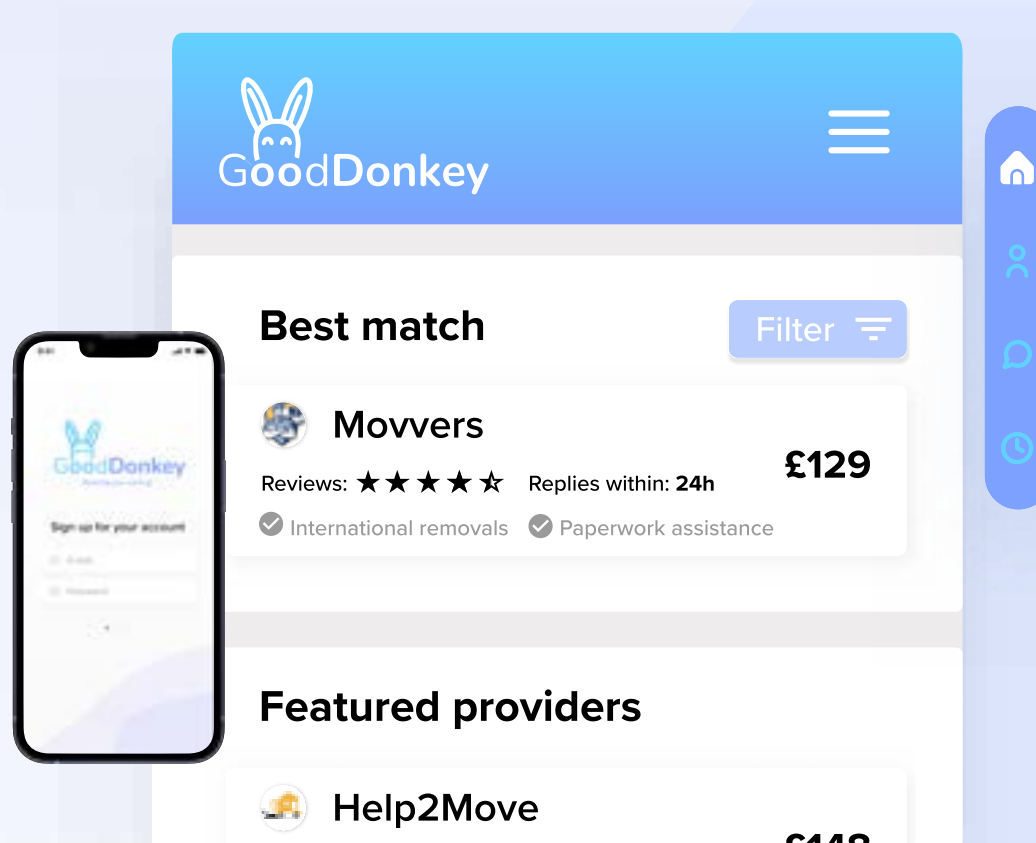
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Stress–free removals?
Good Donkey is here to help

Modern city-dwellers deserve a reliable way to move houses.
That's why they choose "Good Donkey".

TYPE OF PROJECT

Native app, Service Design

MY RESPONSIBILITIES

Research, Writing, Product Design, UX Strategy, UI Design, Testing

PRODUCT DESIGN FRAMEWORKS

Moscow method, Six Thinking Hats, Impact-Effort matrix

UX METHODS

User interviews, Affinity mapping, Competitive and comparative analysis, Persona building, Task analysis, Journey mapping, Userflow, User stories, Wireframes, Prototype feedback session, Heat maps, Quantitative and qualitative testing
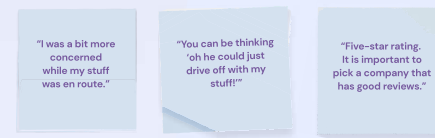
Problem

Good Donkey app started off as a response to my classmate's complaint. Henry described to me how the shortage of good providers forced him to ask his family for help when moving. A couple of wireframes later, I was able to build a high-fidelity prototype of a native app that address this market void.

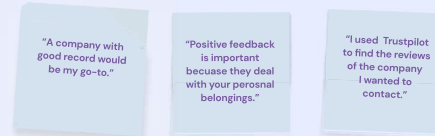"It's hard to find a trustworthy company."

"I didn't know where else to look for help other than Google."

My interview insights indicated that searching for a good provider is a murky process and that the online presence of removal companies is often limited to an outdated website with a fillable form as the only point of contact.

Trustworthiness

"I was a bit more concerned while my stuff was en route."

"You can be thinking 'oh he could just drive off with my stuff!'"

"Five-star rating. It is important to pick a company that has good reviews."

Feedback

"A company with good record would be my go-to."

"Positive feedback is important becuase they deal with your perosnal belongings."

"I used Trustpilot to find the reviews of the company I wanted to contact."

Communication

"Being able to speak to the company on the phone was a nice personal touch."

"The company rep was very friendly. He was chatty and I felt comfortable around him."

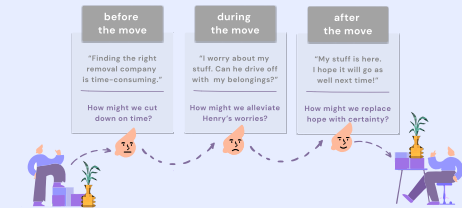"It took 2 days from the moment of contacting the provider to the actual move."

AFFINITY MAPPING THE THEMES FROM MY INTERVIEWEES' REMOVAL STORIES

Action

To consolidate my research, I formed a problem statement that would best convey the pain points and suggestions my users had shared with me during the interviews.
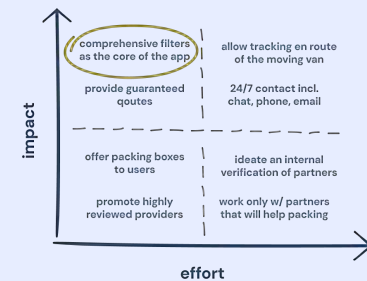
The statement read "Henry needs an effective

---

way to pick a house removal company that offers trusted, comprehensive and affordable services. This way they can move houses stress-free."

before the move
"Finding the right removal company is time-consuming."
How might we cut down on time?

during the move
"I worry about my stuff. Can he drive off with my belongings?"
How might we alleviate Henry's worries?

after the move
"My stuff is here. I hope it will go as well next time!"
How might we replace hope with certainty?

HENRY'S JOURNEY MAP HELPED ME SHARPEN THE VISION OF THE FUTURE PRODUCT AND HOW IT COULD ALLEVIATE HENRY'S WORRIES AND ENCOURAGE POSITIVITY ON THE DAY OF A REMOVAL

With the problem statement in mind, I asked my interviewees to help me once again and look at the issue from a variety of perspectives. Subsequently, I used the Impact-Effort matrix to streamline our ideation and prioritise a list of features that would address users' concerns in the future MVP.

comprehensive filters as the core of the app
allow tracking en route of the moving van
provide guaranteed qoutes
24/7 contact incl. chat, phone, email
offer packing boxes to users
ideate an internal verification of partners
promote highly reviewed providers
work only w/ partners that will help packing

impact / effort

TO STREAMLINE THE RESULTS OF THE IDEATION SESSION, I EMPLOYED THE IMPACT-EFFORT STRATEGY THAT LET ME IDENTIFY THE "EASY WINS" FEATURES FOR THE MVP

Going into the wireframe stage, I created a journey map for my persona which spanned from finding the removal company to successfully arriving at the desired destination.

To address any potential paint points Henry might have in the process, I signposted the flow with some useful app features, including the ability to track the removal van en route or the option to filter the companies by feedback.

LOW AND MID-FI ITERATIONS OF THE SEARCH SCREENS

Result

The iterated result is a high-fidelity prototype that offers a solution to the problem set out at the beginning of the process.

The Good Donkey app addresses a niche in the market by offering a clear, learnable and user-friendly path for finding a removal company at the user's fingertips. The inclusion of the tracking feature or the ability to directly talk to the providers sets this product apart in a competitive service industry.

The app makes it more intuitive to find the right provider. A functional way of inputting the information about the user's desired company guarantees that only the most suitable suggestions are being prompted.

To give the user the autonomy of selection, they can also narrow down the results by the best price, feedback or timeframe for responses.
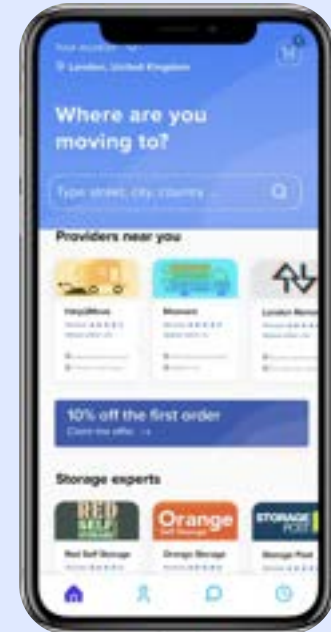
The moderated usability testing stage was a valuable opportunity to confront the assumptions I had about the product.

10 out of 12 testers responded positively to the prototype's discoverability of the prototype's filters and the transparency of the card structure.
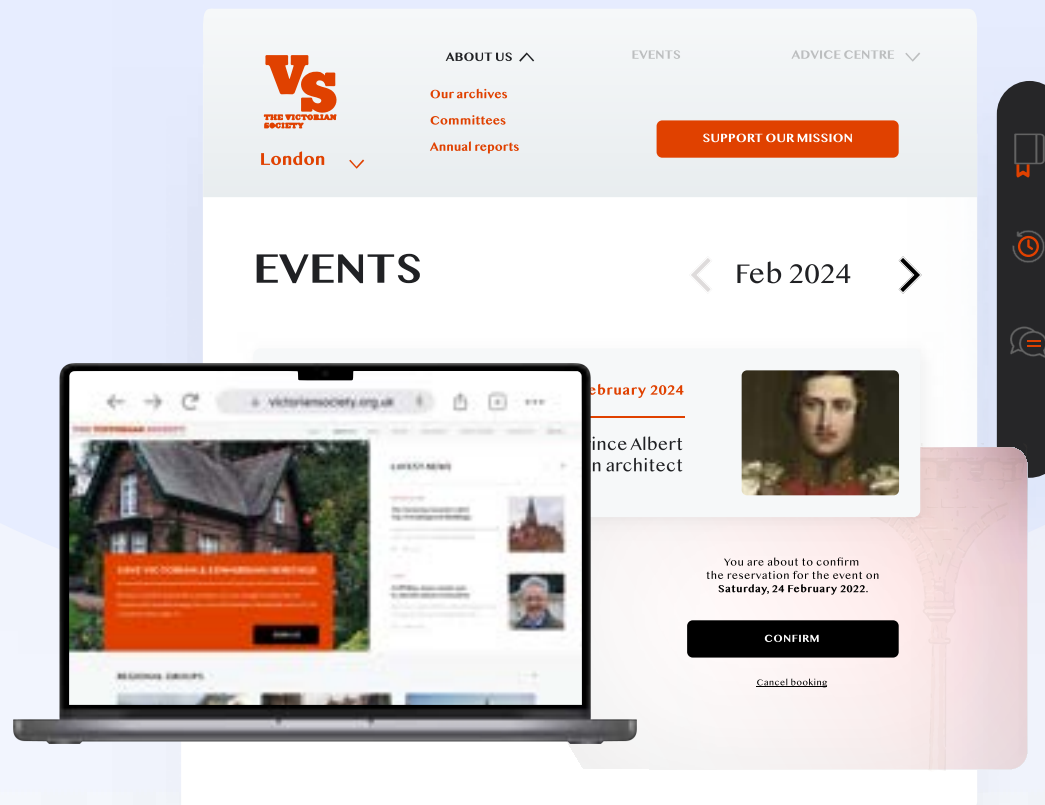
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Read the full case study >

The Victorian Society asked me for a better website

So, I overhauled their existing page. From the information architecture to a new booking system – I left no stone unturned.

TYPE OF PROJECT

Website overhaul, Arts and heritage

MY RESPONSIBILITIES

Research, Information Architecture, Product Design, UX Strategy, UI Design

PRODUCT DESIGN FRAMEWORKS

First principles, Requirements and constraints, Impact–Effort matrix

UX METHODS

Contextual inquiry, Surveys, User and stakeholder interviews, Card sorting, Persona building, Task analysis, Journey mapping, Userflow, Prototype feedback session, Heat maps, Analytics review

Problem

To better understand what the potential pain points of the existing product might be, I opted for a contextual inquiry as my research method,. This allowed me to hear unmoderated feedback and see how well the current website served its purpose when the user was prompted with a task to complete.

I DRAFTED A RESEARCH PLAN ADAPTED TO THE PRODUCT'S TWO MAIN USER GROUPS

I instructed the participants to book an event on the society's website or to try to enlist as a volunteer.

Their frustration about finding the relevant sections on the landing corroborated my assumption that the website suffered from the home page syndrome. The site was a catchall of crammed news bulletins, overloaded banners and social media feeds.


BREAKING DOWN THE PAIN POINTS OF THE EXISTING WEBSITE IN A HEURISTIC EVALUATION

Action

I needed to devise a way to declutter the crowded place that this website has become. To improve navigability, I completed my research with a Maze survey that helped me gather the stakeholder opinions about the site's current look.

The testers pointed out that the scarcity of colour and lack of hierarchy on the site leaves the visitor unengaged and disoriented as to where to click on.

problem statement

solution statements
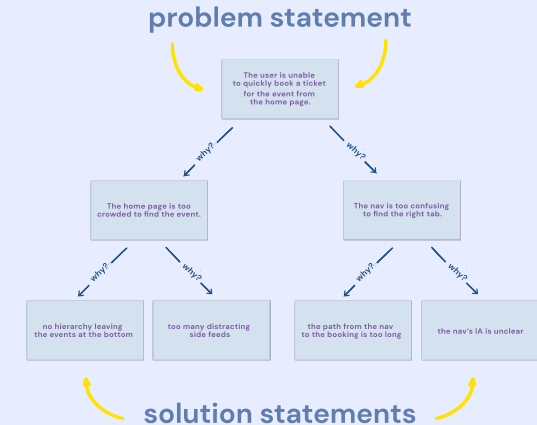
REPEATEDLY ASKING "WHY" USING THE FIRST PRINCIPLES FRAMEWORK WAS KEY IN DETERMINING WHICH AREAS SHOULD BE PRIORITISED ON THE NEW WEBISTE

I began to understand what was amiss in the user's interaction with the product. Using the requirements and constraints framework, together with my client, we decided that three interfaces that should be presented to the stakeholders at the end of the sprint were: the Home, Events and Books pages.

THE HEAT MAPS HELPED ME VERIFY AND FINESSE THE FUNCTIONALITY OF THE NEW PRODUCT (SOURCE: MAZE)

Back at the drawing board, I wanted to underscore society's contribution to heritage protection. With the introduction of red brick tones, the monotony of the existing product gives way to the colour blocking that restores a much-needed hierarchy.

To address the cluttered navigation, I asked the stakeholders which categories they would prioritise if they were to donate or simply wanted to buy one of the books from the e-shop.

Primary colours

VICTORIAN BRICK
#E04100

CORAL LUSTRE
#FB7E81

DARK WITHBY
#7D424F

SKETCHING OUT THE UI COMPONENTS

Result

The new home page offers a fresh and uncluttered environment that fosters better learnability through the use of familiar elements such as the hero banner or draggable carrousels. The priority is given to the society's

mission to recruit more members with an explanatory note on how to help the cause.

The new e-shop page allows the users to browse through the books with the cards replacing the text-heavy look of the previous website. Enough details and a dominant cover picture serve as an inviting entry point to the purchase.
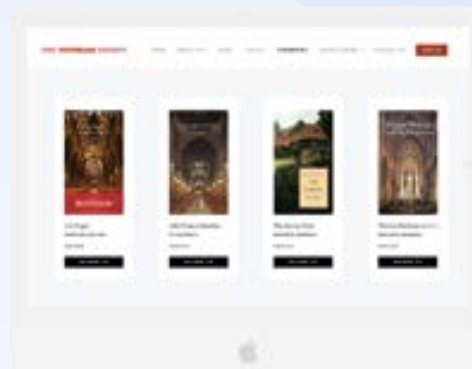
The event calendar with the navigation selector gives the user a choice to see

the overview of other months. The language of the microcopy ("Last chance") encourages the user to book a ticket.

Using the heat map technique, I was able to note the decrease in the misclicks by 75% when prompted with the same tasks I had previously asked my users to complete in the contextual enquiry.

"[Adam] approached things logically speaking to those who used the website and ourselves to ensure he understood our objectives. He was happy to then further refine things as our ideas developed seeing things in the flesh."

Joe O'Donnell
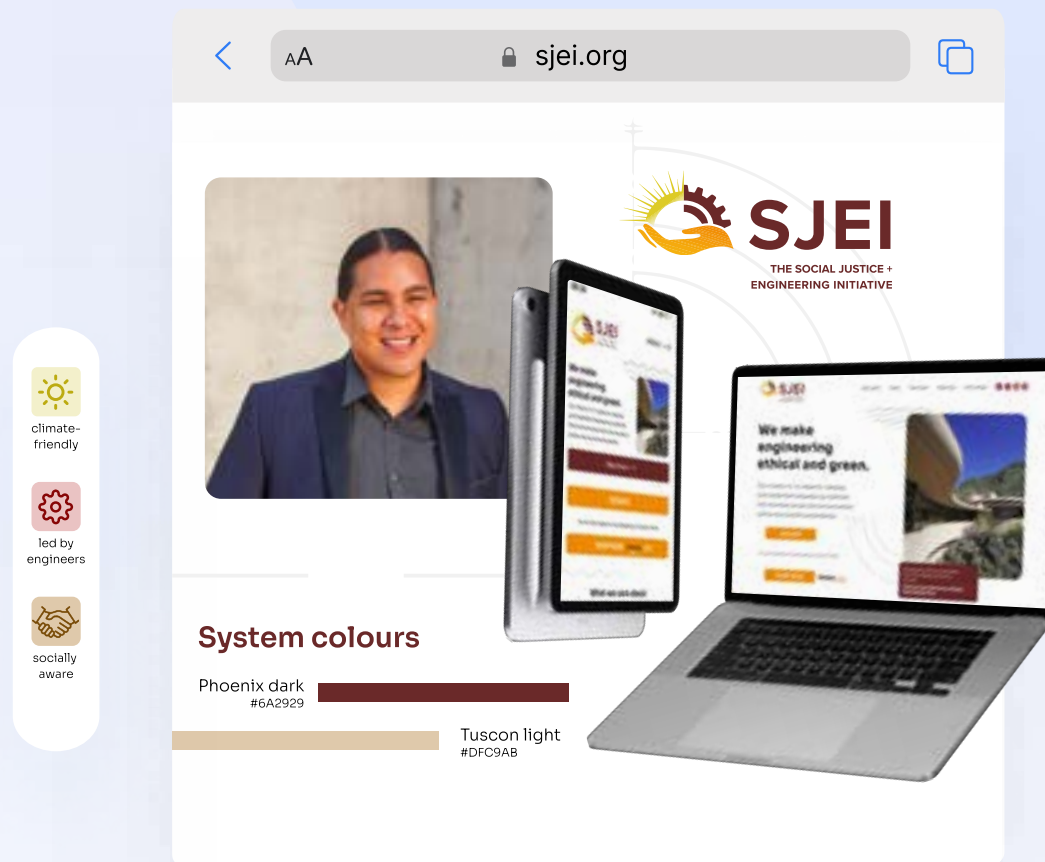DIRECTOR OF THE VICTORIAN SOCIETY

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The Engineering Initiative site required a fresh start

A non-profit enterprise needed an online product
that would match its noble principles.

TYPE OF PROJECT

Responsive design system, NGO, Sustainable Tech

MY RESPONSIBILITIES

Research, UX Writing, UI Design, Testing

PRODUCT DESIGN FRAMEWORKS

First principles, Requirements and constraints, Impact–Effort matrix

UX METHODS

Creative brief, Brand sprint, Brand attributes, Likert scale, Heuristic review, Moodboards, Competitive analysis, Card sorting, Typographic and colour schemes, Grid definitions, A/B testing

Problem

Text–heavy, stock images, black and white palette and barely visible calls for action; for an organisation relying on the support of those who wish to either donate their money or time to the cause, the unmemorable profile of the existing SJEI website was a discouraging picture.


A HEURISTIC EVALUATION OF THE EXISTING WEBSITE

The site was cluttered with newsletter sections or "Discover more" cards that hindered the site's discoverability creating a confusing setting, especially for new visitors who wanted to learn about the NGO's complex mission in a quick and easy way.
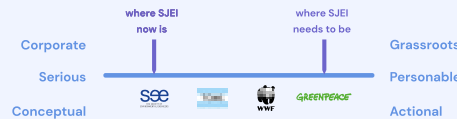
CONCEIVING A BRAND PERSONALITY GRID FOR SJEI GAVE ME A SENSE OF DIRECTION THE NEW PRODUCT SHOULD TAKE

Action

In light of this feedback, my first goal was to make the Initiative's ethos more apparent to the user.

I invited my colleagues to visit the site and tell me what they believed was the purpose of SJEI. Their responses univocally pointed to the footer that enlisted three core values.
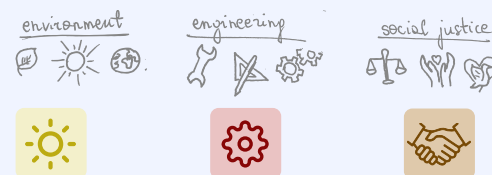
THE MICROCOPY OF THE EXISTING WEBSITE WAS A CATALYST FOR THE STRUCTURE OF MY NEW PRODUCT

Diving deeper, I employed a couple of methods that helped me translate the Initiative's ethos into a notable online profile that no one else could duplicate.

The brand sprint supplemented with a competitive analysis allowed me to set a distinctive tone for the future product. Delineating two personas of an existing and hopeful volunteer helped me understand which features should become more prominent to meet the audience's expectations.
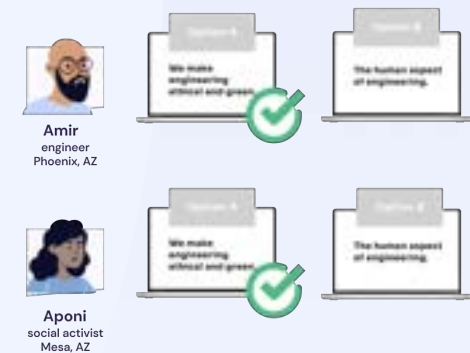

SETTING A NEW TONE IN THE LANGUAGE OF THE NEW WEBSITE REQUIRED A/B TESTING SUBMITTED TO TWO DIGITAL PERSONAS

I began building a new interface around the 3 core values of ethical engineering, social justice and ecology I had tracked down in my research. To underscore this trio and the SJEI's belief in community engagement, I picked 3 colours that invoked the sense of the Arizona region where the NGO was based.

Along with the colours, the new design system comprised of the Sora font that best combined the strong structural feel with the sense of locality.

Moodboard

Primary colours

PHOENIX
#E04100

TUSCON
#FB7E81

SEDONA
#7D424F
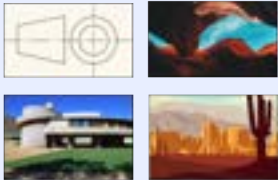
Grid layout

Typeface

Header (36px)

Title 1 (28px)

Title 2 (22px)

Title 3 (18px)

Body (16px)

Result

A responsive prototype for SJEI offers an optimised and more user-centric experience for those interested in supporting the organisation.

Built from a library of iterative components, my product is a ready-to-develop, scalable deliverable that pays attention to Gestalt principles.

The new Figma high-fidelity flow put forward the case for a new onboarding experience. By adding selection controls and a progress bar, the new sign up journey fosters a sense of effortless continuity. The ability to save the progress or skip the questions underscores the full customisation.

Finally, showcasing privacy notices addresses the issue of transparency and how the input data is being handled.

The new system promotes affordances. The same format of CTAs gives the user the needed clarity about which elements initiate further action.

Setting a rhythm to a page with the inclusion of layout arrangements that repeat through gives the user a sense of familiarity without looking too monotonous or boring.

The inclusion of photographs of SJEI members further promotes the feeling of community the group so deeply cares about.

"I enjoy how each design decision finds justification and can be traced back to the research results. The product never loses sight of the client's audience. The beautifully crafted interface encourages the desired sense of Gestalt wholeness."

Clementine Brown
DESIGN EDUCATOR AT GENERAL ASSEMBLY

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Read the full case study >

Get in touch

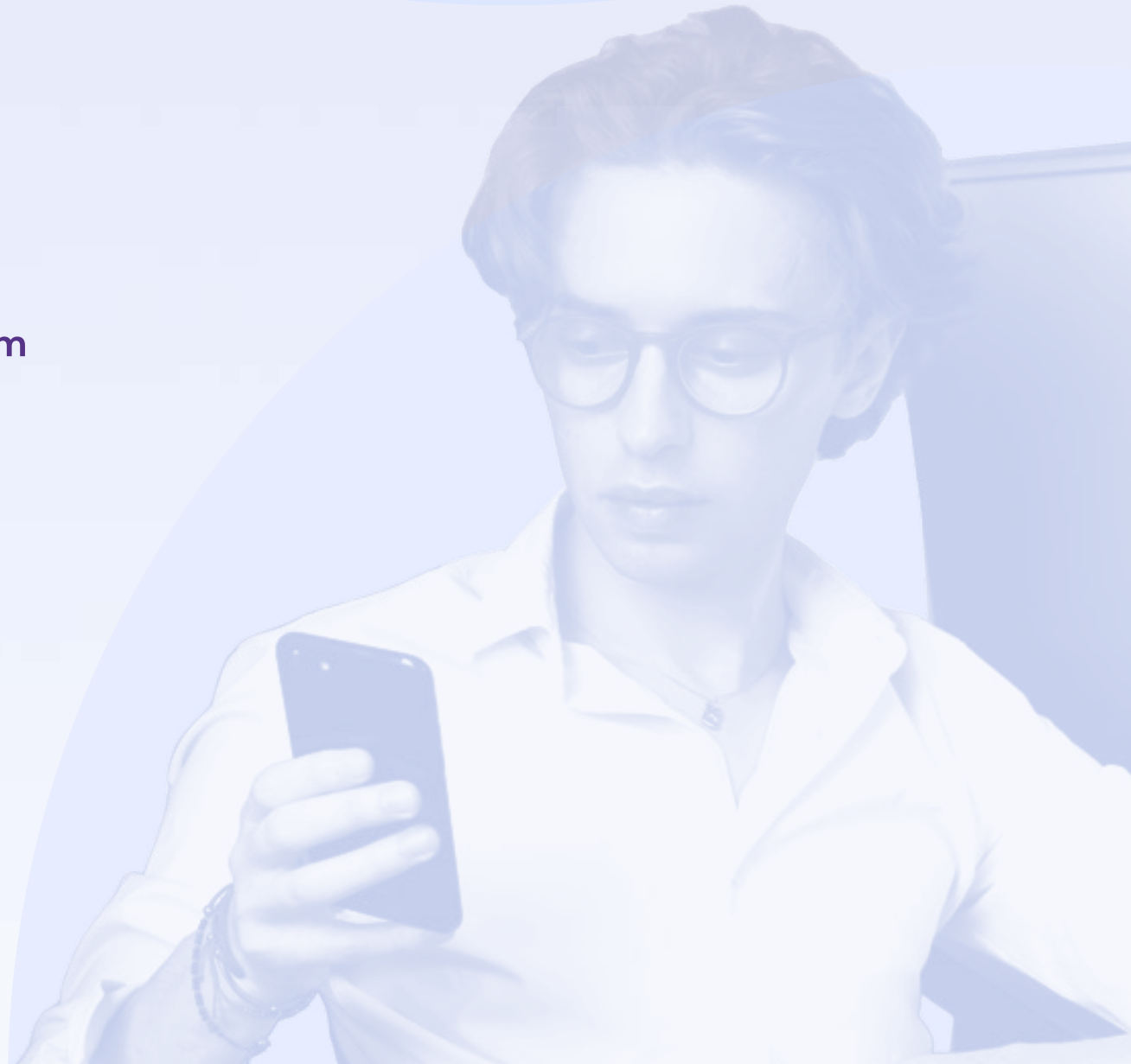If you think we could be a good fit, let's connect and create great work together.

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