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INDUSTRY SKILLS

DISCOVER

Contextual inquiry,
Ethnographic research,
Surveys, User and
stakeholder interviews,
Affinity mapping,
Brand sprint, Market
research, Competitive
and comparative analysis,
Persona building,
Task analysis, Heuristic
evaluation

DEFINE

Userflow, User stories,
Card sorting, Tree testing,
Journey mapping,
A/B testing, Problem
statements, Ideations,
How Might We statements,
Microcopy, Feature
prioritization, Design
studio sessions

DESIGN

Creative brief,
Moodboards, Typographic
and colour schemes,
Grid definitions, Design
systems, Brand attributes,
Sketching, Wireframes,
Sitemaps, Rapid
prototyping, Clickable
prototypes

DELIVER

Usability testing sessions,
Benchmark testing,
Prototype feedback
session, Heat maps,
Satisfaction surveys, KPI
evaluations, Quantitative
and qualitative testing,
Client decks

Adam Wieclawski

Product & UX Designer

With a background in the arts and public service, I offer a unique perspective that helps me craft the best possible design strategies. My UX track record is a story of delivering intuitive products that tackle problems and offer solutions.

MY EXPERIENCE

PRODUCT DESIGNER (FREELANCE)

The Victorian Society • February 2022 – March 2022

A series of surveys and contextual inquiries with the client's stakeholders helped me build a responsive web solution for the home, shop and events pages. Usability test results showed a decreased rate of misclicks by 75%.

- ✉ See this product here: adamwieclawski.com/victoriansociety
- 📄 Read a full case study on Medium: bit.ly/victoriansociety

UX / UI DESIGNER

Utopicode • December 2021 – February 2022

I worked with the founders of a tech start-up to reduce the bounce rate among novice members. My solution, consisting of streamlined onboarding practices, was brought about by UX research, UX writing, and fresh UI design.

- ✉ See this product here: adamwieclawski.com/utopicode
- 📄 Read a full case study on Medium: bit.ly/utopicodeplatform

UX / UI DESIGNER

Highgate Reads • November 2021 – December 2021

A conceptual e-commerce B2C website designed for a local bookshop that set out a path to purchase all the way to the checkout. Finalised in a hi-fi prototype, the process required overhauling the information architecture.

- ✉ See this product here: adamwieclawski.com/highgatereads
- 📄 Read a full case study on Medium: bit.ly/highgatereads

UX / UI DESIGNER

Good Donkey app • October 2021 – November 2021

I developed a conceptual native app that addressed the need for a house removals platform. The strategy for the MVP included crafting a journey map for the user persona and impact-effort prioritization of product features.

- ✉ See this product here: adamwieclawski.com/gooddonkey
- 📄 Read a full case study on Medium: bit.ly/gooddonkey

VISUAL RESEARCHER & DESIGNER

The Social Justice and Engineering Initiative • October 2021

This conceptual project aimed to bridge the gap between NGO's participative ethos and their unengaging online presence. Following the market research, I created a set of responsive site mockups, compliant with the Gestalt laws.

- ✉ See this product here: adamwieclawski.com/sjei
- 📄 Read a full case study on Medium: bit.ly/engineeringinitiative

MY TOOLBOX

DESIGN SOFTWARE

Adobe XD
Figma
Sketch

CREATIVE SUITE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

WEB DEVELOPMENT

HTML / CSS
WordPress
Python

USABILITY TESTING

Maze
UserTesting
UserZoom

LANGUAGES

ENGLISH

Native proficiency

FRENCH

Native proficiency

GERMAN

Professional working proficiency

POLISH

Native proficiency

MY INTERESTS

By design, I am drawn to good design. This entails museum visits, an online drawing course, photography and cooking.

I have also volunteered at LGBT charities and groups mentoring students from disadvantaged backgrounds.

MY PREVIOUS EXPERIENCE

CASE ADMINISTRATOR

The Ministry of Justice • March 2021 – October 2021

I was responsible for managing the relationship between executive officers and managers within the National Probation Service. To handle over 50 cases, I conducted risk checks and regularly liaised with the police and court teams.

BOOK RESEARCHER

Unreal City Audio • May 2020 – September 2020

I carried out extensive research on the phenomenon of disappearing towns for The Times Top 10 Bestseller "Shadowlands" by Matthew Green. I collected and tracked the trends in the data spanning from the 1950s until today.

TRAVEL OPERATIONS AGENT

Martin Randall Travel • February 2020 – May 2020

I ensured all the component parts of group holidays departing to France were in place for over 200 high-profile clients. I also proofread the microcopy and provided visuals for the company's website. This was a bilingual position.

VISITOR EXPERIENCE ASSISTANT

The Victoria and Albert Museum • October 2016 – February 2017

I looked after visitor satisfaction at one of London's leading design museums during refurbishment works. My role involved responding to enquiries about the collections and making route suggestions suited to guests' interests.

[in](#) Check my full employment history on LinkedIn: [/in/adamwieclawski](#)

MY EDUCATION

USER EXPERIENCE DESIGN IMMERSIVE COURSE

General Assembly • October 2021 – January 2022

A full-time immersive course covering the entire UX process. I completed 5 group and solo sprints ranging from EdTech, e-commerce and service design.

PRODUCT MANAGER PROGRAMME

Udacity • July 2022 – ongoing

The training in this programme is helping me apply agile methods to real-life scenarios. I am learning how to pitch a product feature or draft a launch plan.

USER EXPERIENCE COURSE

UXClub.com • August 2020 – November 2020

An online course that gave me a solid overview of the elements that create meaningful products. I learned about the role of cognitive psychology in UX.

MA ART HISTORY

University College London • September 2017 – December 2018

This Master's degree equipped me with critical skills, including insightful visual communication analysis. I was awarded First-Class Honours with Distinction.