- adamwieclawski.com
- adam.wieclawski@outlook.com
- /in/adamwieclawski
- adamwieclawski.medium.com

Adam Wieclawski

User Experience Designer

With a background in research and visual studies, 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.

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

MY EXPERIENCE

USER EXPERIENCE DESIGNER
Mindset AI • November 2022 – December 2022 • contract

As part of a cross-functional team, I helped Mindset clients who use the app to digitise their expertise drive better user engagement. I devised a novel form of interaction, called goal tracking, which gained a 90% approval rating at testing.

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

PRODUCT DESIGNER
The Victorian Society • February 2022 – March 2022 • contract

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 • contract

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, brought about an improvement in user rating from 3.6 to 4.7 out of 5.

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

UX DESIGNER
Good Donkey app • November 2021 – December 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

UX DESIGNER
Highgate Reads website • October 2021 – November 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

MY TOOLBOX

DESIGN SOFTWARE

Figma
Adobe XD
Sketch

CREATIVE SUITE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

WEB DEVELOPMENT

HTML / CSS
JavaScript
WordPress

PRODUCT MANAGEMENT

Jira
Confluence
Trello

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 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 • December 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.