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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

## User Experience Designer

With a background in research and visual studies, I offer a unique perspective that helps me build thoughtful digital strategies. My work has enhanced the end-user experience on websites, apps, B2B & B2C portals and SaaS platforms.

## MY EXPERIENCE

### PRODUCT DESIGNER

**A fintech company (confidential) • since January 2023 • contract**

My role was to support the design team in implementing user feedback following the beta launch of the company's native app. My focus centred on optimising the user registration flow including the KYC/AML checks.

### 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](https://adamwieclawski.com/mindsetai)

📄 Read a full case study on Medium: [bit.ly/mindsetai](https://bit.ly/mindsetai)

### USER EXPERIENCE 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](https://adamwieclawski.com/victoriansociety)

📄 Read a full case study on Medium: [bit.ly/victoriansociety](https://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](https://adamwieclawski.com/utopicode)

📄 Read a full case study on Medium: [bit.ly/utopicodeplatform](https://bit.ly/utopicodeplatform)

### UX DESIGNER

**Good Donkey • November 2021 – December 2021 • conceptual**

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](https://adamwieclawski.com/gooddonkey)

📄 Read a full case study on Medium: [bit.ly/gooddonkey](https://bit.ly/gooddonkey)

● Visit my website for more projects: [adamwieclawski.com](https://adamwieclawski.com)

## MY TOOLBOX

### DESIGN SOFTWARE

Figma  
Adobe XD  
Sketch

### CREATIVE SUITE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign

### WEB DEVELOPMENT

HTML  
CSS  
WordPress

### PRODUCT MANAGEMENT

Jira  
Confluence  
Trello

## LANGUAGES

### ENGLISH

Native proficiency

### POLISH

Native proficiency

### FRENCH

Native proficiency

### GERMAN

Professional working proficiency

## MY INTERESTS

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

My favourite facets of product design include cognitive psychology, interviews, service design, interactions, micro animations and visual design.

## 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.

● See my full work 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.