

Joanna Pawluk

UX/UI DESIGNER

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ABOUT ME:

I am a creative UX/UI Designer with 8 years international industry experience and Masters degree in Design Entrepreneurship. I strive to produce world-class, holistic digital experiences, and products to delight users, by addressing business, brand, and customer requirements through collaboration, attention to detail, advocating high digital design standards and data-driven decisions.

SKILLS:

- User Research and testing
- Strategic thinking and analysis
- Sketching and Wireframing
- UX/UI Design and prototyping
- Design System and project management
- Email marketing, HTML and CSS

SOFTWARE:

- Sketch, Figma
- Overflow, Invision and Axure
- Userzoom and Quantum Metrics
- Abstract and Zeplin
- Photoshop, Illustrator and InDesign
- After Effects and Animate

WORK:

Digital Design Specialist UX/UI - Emirates Airline - Dubai - May 2019 to present

- I work in all digital product streams and have developed a broad and deep knowledge of the business. I have been involved in multiple projects, taking lead in some and I have learned to work collaboratively and build relationships with key stakeholders across departments
- Lead UX Designer for Emirates.com Design System, Mobile Web and Email, coaching others in these areas
- Defined the Design System information architecture, produced wireframes and supported project management
- Devised an efficient design sprint release process, enabling handover to be faster and simpler for designers, product owners and developers, now implemented and being maintained.
- Identified technical solution opportunities to improve site performance across multiple languages. Optimising the size and format of the Search results loader screen saved an estimated 483.84GB of server downloads
- Created a comprehensive prototype as part of the loyalty account redesign allowing us to leverage valuable insights, iterating the design between testing sessions to define the best digital product and journeys for our users
- I have challenged views on user behaviour and psychology, providing recommendations for digital product improvement through indepth UX research and analysis into customer rating scales
- As part of Emirates' Smart contactless solution at DXB initiative, I worked alongside the Airport Service Team to adapt the Self-Service Kiosk to work seamlessly on mobile devices. Customer satisfaction feedback was 91% Highly Satisfied and Satisfied

UI Designer - Experian - London - March 2018 to April 2019

- Dedicated acquisition department UI designer focused on optimising digital user experience and conversion
- Collaborated with copywriters, legal and developers, producing engaging cross-channel designs
- My redesign of Experian's credit card hub page resulted in a 40% uplift in click through rate

Freelance Senior Digital Designer and Developer - (Various) - London - February to March 2018

- Invited back to work on L'Oréal's Luxury Division email designs and development

Senior Graphic Designer (contract) - Numberly (1000mercis Group) - London and Paris - August 2017 to January 2018

- Worked on creative contract pitches for Ralph Lauren and Heineken receiving high praise on design
- Lead email designer for L'Oréal Paris, Giorgio Armani, NYX, Warner Brothers and Nespresso
- Managed the fast-paced environment from brief to asset delivery deadlines without compromising on quality

Freelance Senior UX Designer and Email Strategist - VCCP - London - May to June 2017

- Facilitated workshops with Compare the Market to audit establishing customer and business requirements for their loyal programme emails with the objective to improve speed, efficiency and design consistency in future builds.
- Defined messaging hierarchy per user type, established patterns and grouped into themes to form content blocks

Freelance Senior UX/UI Designer and Researcher - (Various) - January 2017 to April 2017

- Conducted detailed User testing analysis with the Lead Designer for UK Government Department of International Trade to define a brand-new internal CRM system supporting the UK's trade and investment targets.

Career break - Travelling South East Asia - July to November 2016

Freelance Digital Designer - Sydney - Various agencies including SapientNitro (Publicis.Sapient), MercerBell (Saatchi & Saatchi Group), M&C Saatchi /LIDA Australia and Tribal DDB - August 2015 to June 2016

- Projects included UX/UI for Volkswagen, McDonalds kiosks, IKEA, Qantas and Mastercard's loyalty program site
- My Cellarmasters' Black Friday email campaign design achieved an open rate of 21% and click through rate of 14% and the full 4 day revenue forecast was reached within 4 hours
- Praised by Head of Art and Creative Director at M&C Saatchi for the quality of my email strategy and design audit

Client Services Design Executive - Emailcenter UK - March 2014 to June 2015

- Developed understanding of account management, best email marketing practice, testing, deliverability, data segmentation, personalisation, dynamic content, email design and customer lifecycle
- Worked with developers and mentored new team members to create complex bespoke templates, PHP forms, and email designs with customisable, mobile optimised components for clients such as Visit Britain and NS&I

Design Intern and Freelance Visual Designer - Look, Touch & Feel - April 2013 to March 2014

- Devised social media campaign strategies and fine dining invitation designs held at The Savoy and The French.
- Created digital artwork elements for award winning Clearview Traffic's interactive 'Smart City' project.

EDUCATION:

MA Design Entrepreneurship - (Pass with Merit) - De Montfort University - 2011 to 2012

- Studied research methodologies and analysis, design management, marketing, global expansion, managing web presence, business planning, brand management and strategic design.
- As course representative, my design strategy report resulted in an interview for an exclusively internally advertised brand executive role at Pizza Hut.

BA(Hons) Multimedia and Graphic Design - (2:1) - University of Sunderland - 2008 to 2011

- Studied Typography, Motion Graphics, Animation, Packaging, Interaction design and design theory.
- Awarded Ede & Ravenscroft Award for Academic Excellence, achieved a 1st class grade dissertation and my final major project specialising in children's therapy design was deemed viable for commercial development.

Northampton High School - 2003 to 2007

- A Levels - 2As, B and C, AS Level - C. GCSEs - 3A*s, 6As

OTHER QUALIFICATIONS AND AWARDS:

- Adobe Illustrator Essential training – May 2021
- SEO Foundations – January 2021
- Quantum Metrics Fundamentals – April 2020
- Digital Experience Award of the Year 2014
- Ede & Ravenscroft Award for Academic Excellence

INTERESTS:

- Certified Advanced Diver - 2016
- British Sign Language Level One – 2012
- Hand drawn and digital Illustration
- Travelling, boxing and a good cup of coffee!