



MICHALINA JAKUBCZYK

UX DESIGNER & SENIOR DIGITAL MARKETING SPECIALIST

I'm not another graphic designer who is looking for a UX designer job.

I am an **open minded** designer who always asks why. I know the **business side of creating products & services** well. My goal is to turn great ideas into useful and enjoyable experiences for everyone.

My strengths include thinking out of the box, a positive attitude, strong attention to detail, and creative problem-solving. I have **vast experience working in digital marketing** which taught me a lot about users behavior.

[View my portfolio](#)

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MY TOOLBOX

- Interaction Design (IxD)
- Information Architecture Design
- Creative problem solving
- Customer Journey Mapping
- User Flows
- User research
- Usability testing
- Personas
- Wireframes
- Prototyping
- Competitor Analysis

SOFT SKILLS

- Design Thinking
- Verbal and written communications
- Analytical thinking
- Flexibility & adaptability
- Showing initiative
- Curiosity
- Collaboration
- Empathy
- Decision Mapping
- Self-driven
- Excellent people skills
- Process-Oriented

TECHNOLOGY STACK

- Figma
- Miro
- Quatrics
- Trello
- Jira
- Semrush
- Notion
- Hotjar
- Optimal workshop
- Google Analytics
- Google Ads
- Slack
- CMS website design

EDUCATION

- The Collegium da Vinci - Private University
Master's Degree in Creative Management
Branch of study: UX Design
Oct 2019 - Jun 2021
- English B2+
- Woman Go Tech Program 2023
- Dare IT UX Mentee Program 2023
- IxDF Member
- UX Meetings in Poznan
- Dare IT 2022 Portfolio Challenge

COURSES

- [Enterprise Design Thinking Practitioner IBM 2022](#)
- ["Web design for beginners" Eduweb.pl 2021](#)
- ["Basics of UX design" Eduweb.pl 2021](#)
- ["Mobile apps' UX" Eduweb.pl 2020](#)
- ["UX Masterclass" 2020](#)
- [Workshop Open Business Days at PZU „Innovation" 2019](#)
- [Workshop „Designers of Innovation" Polish Development Fund Group 2018](#)

EXPERIENCE

Dec 2022 – Present

ROCKWOOL

SEM SPECIALIST CEE

- Served as the UX designer in projects to improve web applications that are a lead magnet that supports business
- Optimization of web applications and website tools for SEO and UX
- Co-creation and implementation of SEO / SEM strategy in CEE markets
- Coordinating advertising activities in CEE markets
- Current work with CMS systems
- Data analysis and reporting of campaign results

May 2023 – Present

Woman Go Tech

MENTORING PROGRAM

I work with my mentor @Anna Kaliska on my UX designing skills in UX & marketing research area.

Nov 2022 – Feb 2023

**Dare IT
The mentoring
program**

MENTORING PROGRAM

With over 1200 candidates I was one of only 120 chosen

I work with my mentor on my UX designing skills such as:

- Journey Flows | Typography | Ideation | Prototypes | Wireframes | Interaction Design Usability Testing | User testing | User Interface Design | User Flows | User Stories | Information Architecture | Personas | Design Research
- Networking & collaboration with ladies across different IT disciplines
- Co-creating an open UX meetup in Poznan

Nov 2021 – Present

Freelance

DIGITAL MARKETING & DESIGN FREELANCE

- Creating low & high fidelity wireframes and interactive prototypes for web application & websites
- Supporting content campaigns to increase traffic and others marketing goals
- Planing customer journey and information architecture with card sorting or tree testing
- Providing websites audits according to heuristic rules, cognitive walkthrough or user stories

Oct 2019 – Jul 2021

**Practice
from studies
Master degree**

CREATIVE MANAGEMENT, BRANCH OF STUDY: UX DESIGN

- Customer journey map planning and information architecture
- Carrying out interviews (IDI) with users
- Audit of websites based on heuristics & Testing cognitive walkthrough
- Safari service and brand identity
- Preparation benchmarking and qualitative and quantitative research
- Creating a users personas, customer journey map and a map of stakeholders
- Learning the types of prototypes and carrying out the pilot formula

Jun 2018 – Nov 2022

**Systell
Software company**

DIGITAL MARKETING SPECIALIST

- Designing new landing pages (CMS – WordPress) and preparing Design System
- Creating a Hi-Fi mock-up for the website and interactive prototypes
- Conducting A/B tests and measuring their effectiveness
- Cooperation with web developers and graphic designers
- Google Ads performance campaign: strategy and implementation
- Conducting competitors' research and on-site optimizations
- Analyse website performance using Google Analytics and implement improvements

Mar 2019 – Feb 2020

**Students Forum
Business Centre
Club**

MARKETING IN STUDENT'S ORGANISATION

- Organized and promoted the event Przedsiębiorcza Kobieta for over 100 guests
- Created digital content for the blog Szykny Student and Social Media strategy