

Andrzej Kwedo

Sr. Product Designer

I'm a London-based product designer focused on building better experiences.

I strive to craft delightful products by working across user research, high-level UX design, detailed UI & motion design, interactive prototyping and user testing.

My design mantra

I try to carefully listen, deeply understand and answer user's needs with engaging, thoughtful experiences, filled with brand personality.

Work with me

- 1. My discoverer nature pushes me to fully understand your business goals, so I can align design process to accommodate them best.
- 2. I validate design experiments and ideas with research and solid evidence.
- 3. I manage design process, working well within time-demanding, agile environments.
- 4. I have a passion and a flair for detail from the smallest asset to the complex visual strategies.
- 5. I am incredibly collaborative when leading a team, I try to inspire cooperation and establish a common direction instead of forcing a course.
- 6. Thinking outside the box, I'm not afraid to apply techniques expanding outward of the common UX fields, be that cognitive psychology, growth hacking, performance optimisation, for the better results.

Personal traits



Visual Designer / Art Director

Visual Designer / Art Director

University promotion department

On my 1st year, after creating notes exchange portal for fellow students I've got recruited by University to help with digital works: including rebranding of UL identity, website UX/UI design, numerous web designs and ad campaigns.

Head of design

Gadu-Gadu S.A.

GG was a well-known polish startup, often referred as polish Google regarding top tech people it recruited creating a unique social environment. While working with GG, it grew from small 15-people startup to a corporation employing over 250 people and valued around 200mln PLN.

I was responsible for crafting corporate id and identity of various GG's sub-brands, prototyping multiple features design, UI design and keeping design team works uniform.

Senior Visual Designer

Code Computerlove Ltd

Senior Designer (UX/UI) Nextweb Media

While working with NWM, it grew to be a top blog publisher in Poland concerning UU. I was responsible for corporate identity and branding for various NWM's blogs as well as designing UX/UI for services, designing responsive web layouts, ad campaigns, and motion designs.

Lead UX / Sr. Product Designer

Kabuki

Kabuki was established as a tech startup offering Kinect based presentation system. I was responsible for crafting touchless presentation interface as well as designing custom presentations for Kabuki clients.

In 2015 company pivoted into a software/design studio with significant projects including UX designs for large toy producer/wholesaler; career website design for major Polish bank; UXD for a popular car brand's dealership app; UXD for Nutricia's e-commerce platform; UXD for emerging e-learning platform.

Sr. Product Designer (UX/UI) (Contract) **Future Platforms Ltd**

03-07.2018	
03-07.2010	

02-08.2008

2008 - 2010

2012 - 2018

Skills

Research

User research, Workshop facilitation, Impact & mental mapping, Information architecture, Journey mapping.

Design

Sketching, Wireframing, Visual design, Art direction, Branding, Interaction design, Motion design, Visual style guides.

Implementation

Interactive prototyping, Usability testing, Technical understanding, Process optimisation, Feature prioritisation, Team management.

2008

2009

2012

2015

2018

UP TO 75% OFF

Establishing e-learning brand Ewolu

In 2016 M&P launched an innovative course "World Class Speakers Academy" shaping a new wave of power-speakers and coaches.

Our goal was to establish a space where those certified educators could connect with their audiences.

I led the design of a complex e-learning platform, creating a visual strategy for Ewolu+WCSA, user journeys, and the branding.

I managed the design process of WCSA alumni's websites, consolidating individual visions across the entire programme to ensure a unified, excellent user experience.



Remodeling baby food shopping into a care experience

In 2014 Nutricia owned several food brands (Bebiko, Bebilon, BoboVita), with the prominent communities built upon attention to the child needs.

Our goal was to extend this attention into shopping experiences by dropping the use of external providers in favour of building one carefully curated e-commerce system.

I led the design of new platform that would fit every Nutricia brand, providing continuity in experiences for the club members. I managed the creation of a product taxonomy, user flows, and the visual guidelines.

VIEW THE CASE STUDY

kwedo.com/mamy

Personalisation

Cross-selling

B

S. MamyZakupy.pl

Bebilon 2

Let's talk

Contact

6/6

I feel comfortable with startups that put users at the centre of their core values, and semi sized corporations open to the design thinking culture.

I value projects that innovate ways we communicate; projects that push boundaries of technology and explore ways of creating and sharing meaning; projects that are socially responsible.

Contact

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Portfolio



https://kwedo.com