



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.



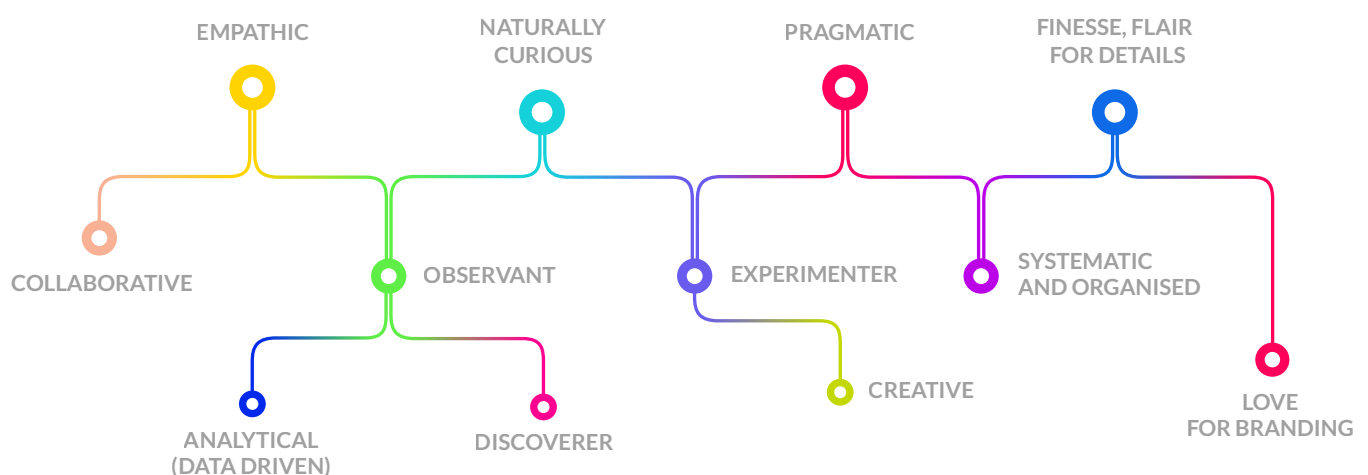
My design mantra

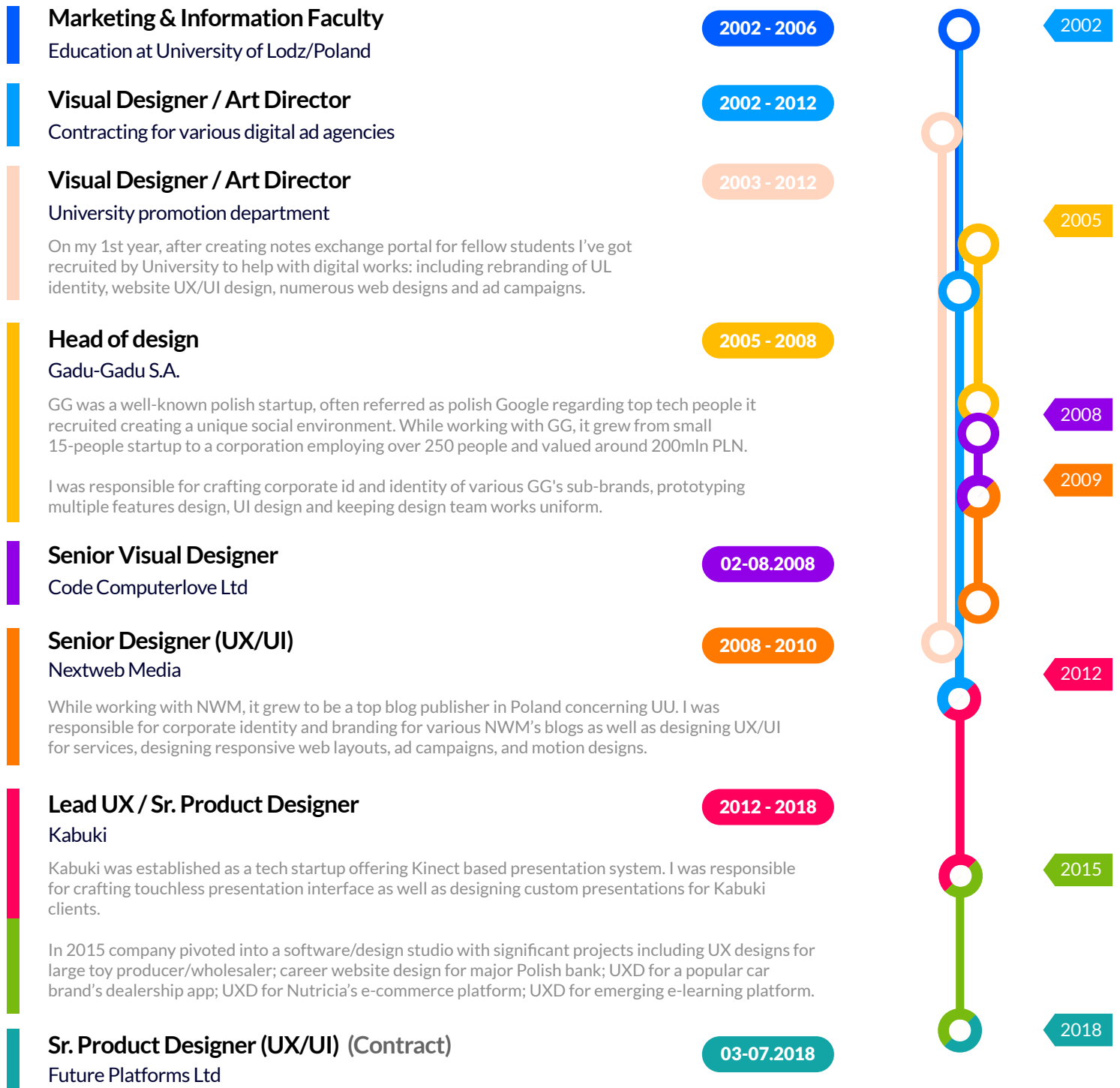
I try to carefully listen, deeply understand and answer user's needs with engaging, thoughtful experiences, filled with brand personality.

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





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.

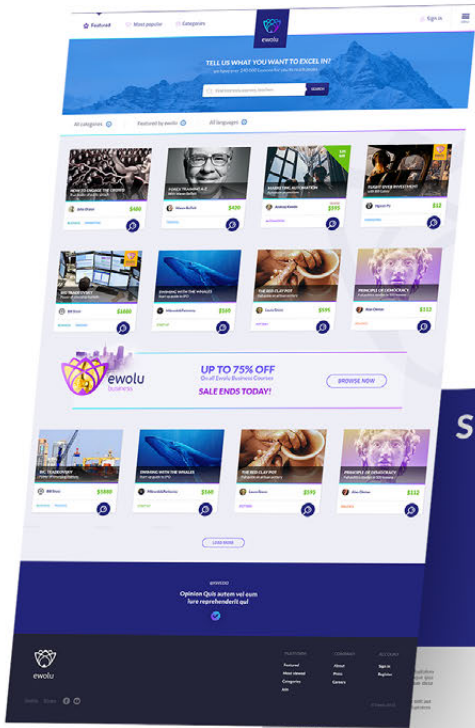
Establishing e-learning brand Ewolu

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.



VIEW THE CASE STUDY

kwedo.com/ewolu



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



Let's talk

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

e-mail: hello@kwedo.com

phone: +44 7506 898130

linkedin: [/in/kwedo](https://www.linkedin.com/in/kwedo)

Portfolio



<https://kwedo.com>