



Andrzej Kwedo

product designer

(ahnd-jay)

**Hello, I'm Andrzej Kwedo,
a product designer located in
London; often called UX Unicorn.**

**Using holistic approach, I create
evidence-based, delightful
experiences filled with brand
personality...**



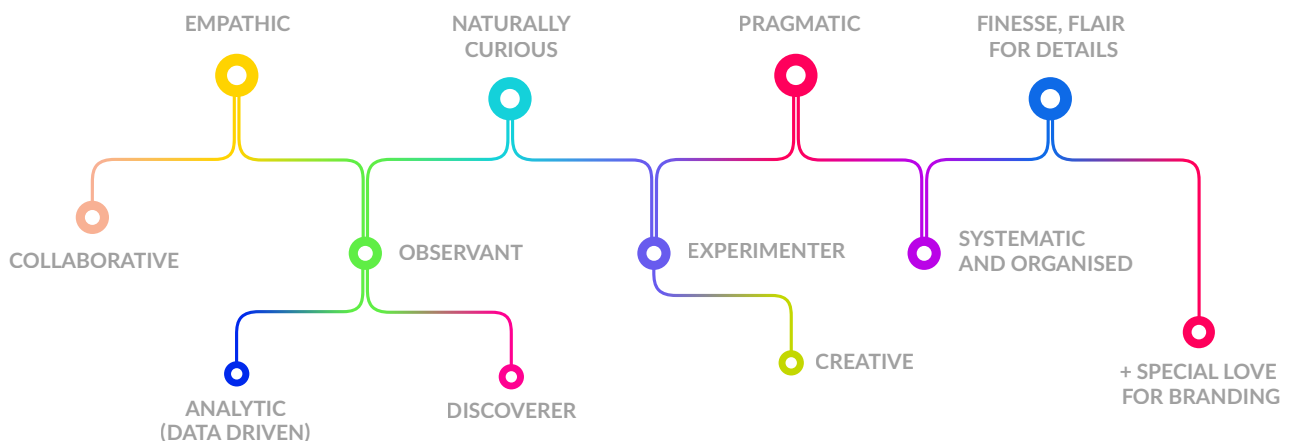
My design mantra

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

Good reasons to hire 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 passion and flair for details from the smallest assets to complex visual strategies.
5. I am incredibly collaborative, even when leading a team, I try to coach and inspire cooperation to establish common direction instead of forcing course.
6. Thinking outside the box, I'm not afraid to apply techniques expanding outward of common UX fields be that cognitive psychology, growth hacking, performance optimisation for better results.

Personal traits



Education: University of Lodz

Marketing Faculty

2002 - 2006

2002

Freelance contracting for agencies

Visual Designer / Art Director

2002 - 2012

University promotion department

Visual Designer / Art Director

2003 - 2012

2005

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.

Gadu-Gadu S.A.

Head of design

2005 - 2008

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

2008

2009

Code Computerlove

Senior Visual Designer

02-08.2008

Nextweb Media

Senior Designer (UX/UI)

2008 - 2010

While I was 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.

2012

Kabuki

Lead UX / Product Designer

2012 - 2017

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

2015

2017

Skills

Visual

UI design,
Branding,
Art direction,
Interaction design,
Wireframing,
Visual strategy

Research

Data analytics,
User research,
User flows,
Impact & mental mapping,
IA & Product taxonomy,
Empathy mapping,
Workshop facilitation

Development

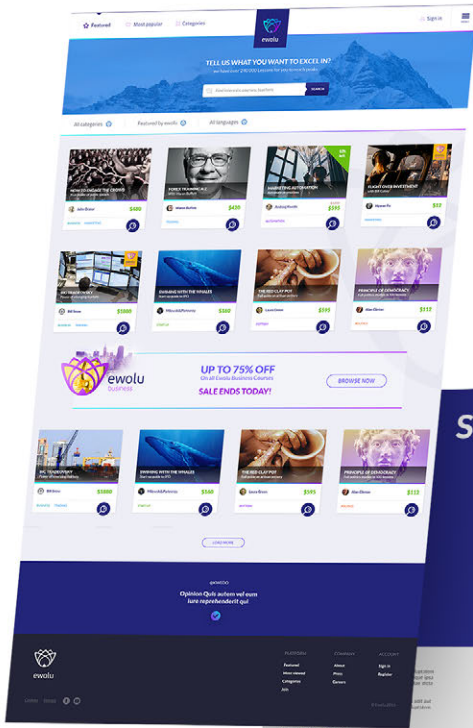
Defining MVP,
Rapid prototyping,
Usability testing,
HTML, CSS, PHP,
Native Javascript,
Team management,
Resource budgeting

Establishing e-learning brand Ewolu

In 2016 M&P launched innovative course "World Class Speakers Academy" forging 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 branding. I managed the design process of WCSA alumni's websites, consolidating individual visions across the entire programme to ensure unified, excellent user experience within the platform.



VIEW CASE STUDY
kwedo.com/ewolu



Remodeling baby food shopping into a care experience

In 2014 Nutricia owned several newborn's formula and food brands (Bebiko, Bebilon, BoboVita) with prominent communities built upon attention to 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 experience for club members. I managed the creation of product taxonomy, user flows, and visual guidelines.

VIEW CASE STUDY

kwedo.com/mamy



Hire me

I feel comfortable with startups and semi sized corporations where there is still room for creativity and openness for improvements.

I value projects that innovate ways of communication with the audience; projects that push boundaries of technology and explore new ways of creating and sharing meaning.

Contact

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Portfolio



<https://kwedo.com>