



Hello

I'm Andy, a London-based product design leader focused on helping organisations strategise, build and ship viable software solutions that spark a desire in users' hearts.

For the last three years, I have been helping transform the shipping industry for a greener tomorrow. By uncovering needs and understanding workflows, I collaborated with the Head of Product to create a strategic product vision. I've established design principles, mentored designers and built a design system to support agile delivery.

I designed and validated over 12+ applications centred around user needs in commercial engagements, planning, execution and analysis of vessel performance data. We helped users optimise passage plans, reduce fuel consumption and avoid accidents. Those products delivered measured value and became an essential part of OpenOcean, a B2B SaaS platform.

Kind regards



Andy Kwedo

**Lead Product Designer (Design Owner)****Ninety Percent of Everything**

Nov 2019 - present — London, UK

As a lead product designer in the Commercial Stream for B2B SaaS Platform, I mapped business processes and commercial workflows. I designed, validated and iterated on numerous commercial applications helping customers secure better vessel fixtures (contracts). Benefiting from design system we've build, my team was able to mock and test multiple products rapidly.

User research, Design principles & process, Ecosystem & processes mapping, Product launch support

After successful customer adoption in commercial stream, I moved to Performance Stream to lead design in the critical business area. I collaborated with the Head of Product on the strategic product vision, Coordinated design backlog and mentored designers in the stream while working with SMEs to create flows and features that allow users better planning, execution and analysis of performance data.

Design research, SMEs collaboration, Strategic vision mapping, Prototyping, User testing, Design backlog coordination, Mentoring, Data visualisation

**Lead Experience Consultant (UX/UI)****Kabuki Media | UX Consultancy**

2015 - 2018 — Lodz, PL

With the shift towards UX services, my role changed to client-facing. I provided research, UX design and managed stakeholders in projects ranging from e-commerce platforms, car dealerships apps to career portals.

User research, Web design, Interface design, Internal user research, Usability Audits, Logo revitalisation, CI design

**Senior UX/UI Designer****Nextwebmedia**

2008 - 2010 — Warsaw, PL

Publishing/media - I worked on a range of successful (UU) blogging platforms with responsibility for interface design, usability testing and design iteration.

Logo + CI design, Usability audits, UX + Visual design, Motion design

**Head Of Design****GG Network | Gadu-Gadu**

2005 - 2008 — Warsaw, PL

Working with senior leadership, I was responsible for design direction, design decisions across the customer-facing websites, communicator interfaces, designs for R&D experiments (voice and video).

UI design, Iconography, User testing, Voice UX, R&D Lab

**Freelance Designer****Kwedo.com**

2002-2005 — Lodz, Poland / Remote

During my time at the university, I freelanced for brands like DHL, Philips, TPSA(Orange), 3M, KFC, Schwarzkopf, Disney.

UI, Webdesign, Flash & Motion design, Branding, Illustration

**Senior Experience Consultant (UX/UI)****Ninety Percent of Everything | Design System**

Aug 2018 - Nov 2019 — London, UK

I proposed and drafted a design system foundation. I audited the platform and, considering the needs of all the product streams, iteratively worked on design documentation. I collaborated with the Technical Owner and team of developers on the implementation of the component library.

Internal user research, Usability Audits, Design system blueprint & initial implementation, Component design roadmap, Design backlog grooming

**Lead Product Designer (UX/UI)****Future Platforms**

Apr 2018 - Aug 2018 — London, UK

I helped the agency transform its business around UX consulting. My responsibility included process changes as well as hands-on design work, notable projects included Voice interfaces UX, Smart Ticketing app, Workspace management app.

Customer experience mapping, career levels & progression paths, User research, prototyping, UX design of voice interfaces,

**Sr. Product Designer****Kabuki Media | R&D Lab**

2012 - 2015 — Lodz, PL

Explored touchless interfaces and business applications of a Kinect-based presentation framework. I was responsible for interaction design and humanising this new technology.

Human factors/ergonomics, UI&Interaction prototyping, User testing, R&D Lab

**Senior Digital Designer****Code Computerlove**

2008 (less than a year) — Manchester, UK

While working with Code Computerlove, I designed for brands like HMV, Carex, TransPennine, Brother, OriginalSource.

Webdesign, Visual design, Illustration

**Freelance Designer****University of Lodz**

2003-2012 — Lodz, Poland / Remote

I helped the promotion department with digital transformation process. My work included: rebranding, UX/UI design, various web designs and ad campaigns, interactive presentations.

Logo & CI design, User research, Web design, UI design



Digital transformation of shipping for a greener future

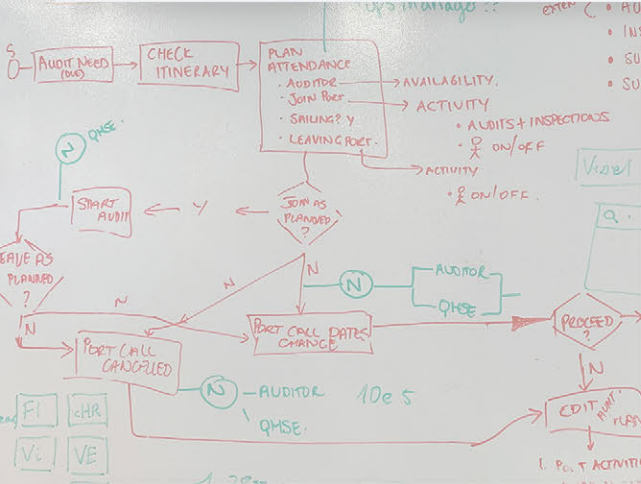
I worked with Ninety Percent of Everything on OpenOcean - B2B SaaS platform for the maritime industry. As part of the process, our team discovered and mapped commercial processes, information flows between vessel and shore, and user workflows to understand the problem space thoroughly.

With an atomic design system, my team rapidly ideated and validated multiple solutions to replace legacy systems. As an effect, we reduced noise and fragmentation of information in customer businesses.

Collaborating with SMEs, our team built next-level Vessel performance solutions that utilised data modelling and machine learning for better efficiency, safer planning, reduced accidents and a greener future!

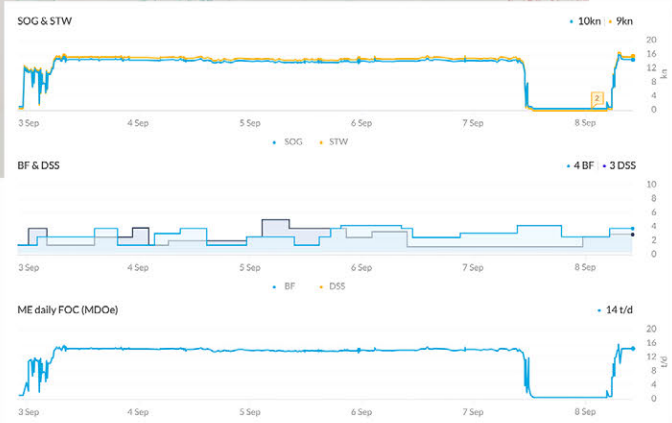


Vessel	Performance ranking	ME SPOC	ME H&I & Prep Fueling	Time from OO (months)	Time stationary (%)	Notes
WIMBLETON PARK						2
BOND STREET						1
CANADA WATER						0
STRATFORD						3
BAKER STREET						2
CROXLEY						2
FINCHLEY CENTRAL						2
STOCKWELL						2
BAKER STREET						2
CROXLEY						2
FINCHLEY CENTRAL						2
STOCKWELL						2



VIEW CASE STUDY

kwedo.com/openocean



Bulk Planner

Commercial products

Butler scenario: Cargo optimizer

PETRASANDS

Clear route

Average TCE: \$6,042

Selected scenario TCE: \$6,142

Nautical charts

Waypoints: 1. WP Waypoint, 2. WP Waypoint, 3. WP Waypoint, 4. WP Waypoint



Enabling platform alignment and scaling with a Design System

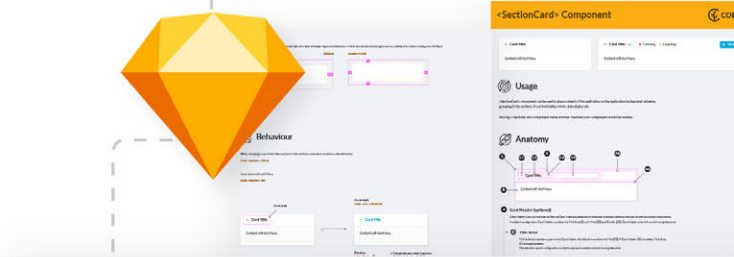
In 2018 I joined Ninety Percent of Everything, a startup with a mission to bring digital transformation to the shipping industry. Over 60+ planned products/solutions that the B2B SaaS platform wanted to integrate or build from scratch within five years timeline.

Via internal retros, we realised this goal might be at risk without addressing the fundamental problem of a growing number of UI patterns and separate implementations by various teams that worked on Desktop and Mobile applications.

To help align and scale implementations, I've lead building of a cross-platform Design System for Maritime applications - codename Coral.

VIEW CASE STUDY

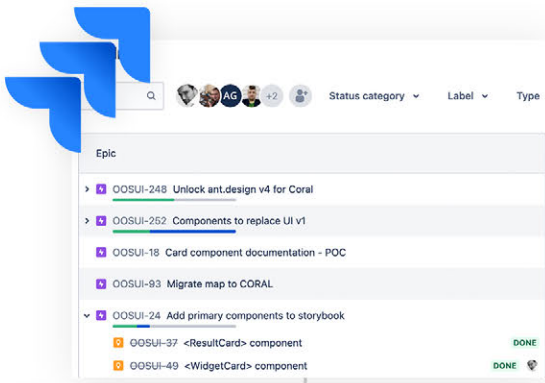
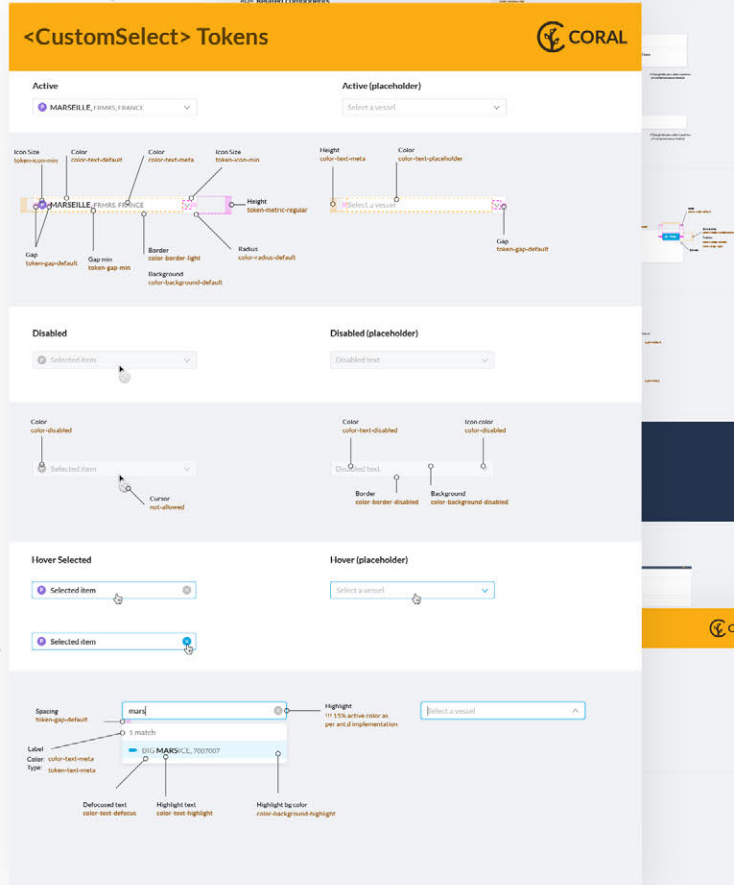
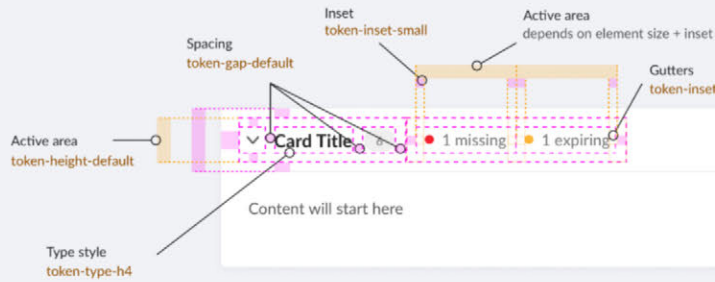
kwedo.com/coral



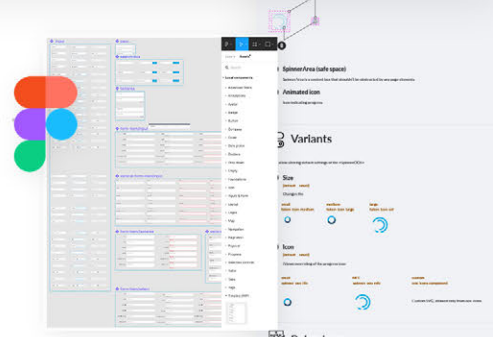
Specification

Complex variant

Example of complex variant of the <SectionCard> component



```
36 token-type-h4 {
  family: token-fontfamily-default
  weight: token-weight-bold
  size: token-fontsize-s3
  lineHeight: token-lineheight-default
  color: color-text-default
}
```



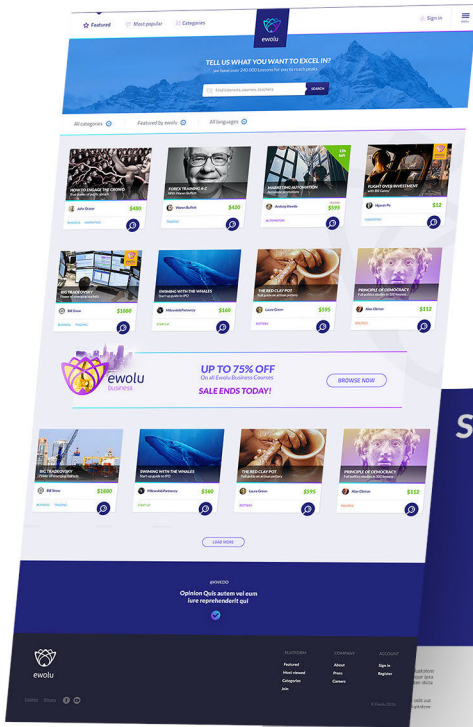
Establishing e-learning brand Ewolu

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 CASE STUDY

kwedo.com/ewolu



Thank you for your time

Let's work together! It only takes a minute to say Hello. Feel free to reach out via:

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



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