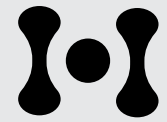


Marcell Pieniędz



SUMMARY.

Hi, I'm Marcell Pieniędz. As corny as it sounds, I'm passionate about what I do. With over 8 years of experience in the industry, I've learned that pursuing my passion is non-negotiable in my career.

As an eternal optimist, I have a love for people and pride myself on my dedication to solving human-centric problems. My journey began in graphic design, where I connected with people to bring their visions to life. Yet, something was missing. I craved deeper meaning and impact in my work. Enter UX research—a realm of constant evolution where I could continue connecting with people, understanding needs and desires, and crafting solutions that have a long-lasting impact.

I believe UX is a special place, whether in the physical or digital world, where you can have a new journey everywhere you go. Being able to learn non-stop and ask stupid questions is something that I treasure within my career.

EXPERIENCE.

Bombardier // Senior Lead UX Researcher: July 2022 - Present

- + **UX Leadership:** Directed UX research and design initiatives, enhancing user experiences for pilots, DOMs, and flight attendants through stakeholder maps and usability testing, leading to increased user satisfaction.

- + **Cross-Functional Collaboration:** Partnered with Product Managers and Product Owners to develop user-centered products aligned with business goals, resulting in more effective and efficient product solutions.

- + **Workshop Facilitation:** Hosted workshops to drive innovation and foster a user-centred design culture across teams, sparking new ideas and improving collaboration.

- + **Best Practices Development:** Co-developed UX best practices for the entire UX team, ensuring useful insights and improving overall product quality and user experience.

- + **Design & Prototyping:** Created mockups, prototypes, and videos to support product development, ensuring user satisfaction and enhancing design clarity for development teams.

PUSH Media // Graphic & UX/UI Designer; May 2021 - June 2022

- + **Commerce Design for Major Clients:** Developed e-commerce solutions for large companies, enhancing online shopping experiences.

- + **Social Media Growth:** Created impactful social media assets and video campaigns for platforms like TikTok, boosting engagement.

- + **Front-End Development:** Designed front-end website layouts and conducted website audits to improve usability.

- + **UX/UI Design:** Applied UX/UI principles to create user-friendly e-commerce websites, improving customer satisfaction.

- + **Multimedia Content Creation:** Produced engaging TikTok videos and animations to increase brand visibility.

+ **CONTACT**

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+ **LANGUAGES**

Polish // Native
English // Native
French // Studying
Mandarin // Studying

+ **SKILLS**

Methodologies

User Research
Wireframing
Prototyping
Information
Architecture
Interaction Design
Storytelling
User Interface Design
Visual Design
Usability Testing
Front-End
Development
Mentor/Leadership
Case Study
Style Guide Design
User Behavior
Analytics
Problem Solving
A/B Testing
Heuristic Evaluation

Software

Figma
Sketch
Adobe Creative Suite
UXD
Miro Board
Jira
Slack
Confluence
HTML/CSS

EXPERIENCE.

Imaginative Group // Graphic Designer; August 2017 - October 2020

+ **Client Design Solutions:** Created diverse design solutions for clients, including print and digital media, to meet their unique branding and marketing needs.

+ **Creative Pitches & City Projects:** Pitched innovative design ideas to clients, including the city, resulting in city-wide banners that increased local store awareness by 25%.

+ **Print & Production:** Learned and executed printing, cutting, and gluing processes for business cards and banner stands, ensuring high-quality outputs for events. **Print & Production:** Learned and executed printing, cutting, and gluing processes for business cards and banner stands, ensuring high-quality outputs for events.

+ **Branding Redesign:** Led branding redesign projects for clients and the company, enhancing visual identity and brand recognition.

+ **Client Interaction & Presentations:** Conducted client meetings to understand design requirements and preferences, delivering compelling presentations to showcase design concepts.

+ **Web Design & Development:** Designed and developed user-friendly websites for clients, improving online presence and user engagement.

Freelancer // Graphic Designer; June 2014 - August 2017

+ **Design & Learning:** Developed foundational design skills and proficiency with Adobe Photoshop, Illustrator, and InDesign through various freelance projects.

+ **Client Projects:** Created diverse design solutions such as menus for local restaurants, business cards, and logos, meeting clients' unique branding needs.

+ **Screen Printing:** Learned and executed the full screen printing process, designing and producing logos and artwork for t-shirts, hoodies, and other apparel.

+ **Sticker Design:** Designed and prepared stickers for print, ensuring high-quality outputs for clients.

+ **Hands-On Experience:** Gained hands-on experience with design software and production techniques, continuously improving and refining design skills.

EDUCATION.

Humber College // Canada 2022

Bachelor's degree, User Experience Research

Fanshawe College // Canada 2019

Advanced Diploma, Graphic Design

+ **ATTRIBUTES**

Empathetic Listener
Creative Problem Solver
Reliable Team Player
Analytical Thinker
Strong Communicator

+ **INTERESTS**

Cooking
Art
Music
Fashion
Plants