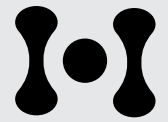


# Marcell Pieniãdz



## SUMMARY.

Hi, I'm Marcell Pieniãdz. 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 love 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, increasing user satisfaction.
- + **Cross-Functional Collaboration:** Partnered with Product Managers and Product Owners to develop user-centred 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**

Bachelor's degree, User Experience Research

## **Fanshawe College // Canada**

Advanced Diploma, Graphic Design

## + **ATTRIBUTES**

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

## + **INTERESTS**

Cooking  
Art  
Music  
Fashion  
Plants