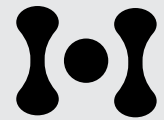


# Marcell Pieniadz



## SUMMARY.

Hi, I'm Marcell Pieniadz, a Senior UX Researcher and Product Designer who genuinely loves what I do. With over 8 years of experience, I've learned that passion isn't just a nice-to-have in this field; it's what fuels everything I create. I bring curiosity and infectious energy to every project, whether I'm leading research sessions, untangling complex workflows, or prototyping ideas that turn "what if" into user-centred solutions that scale.

My path started in graphic design, where I learned how creativity connects people. But I wanted a deeper impact, something that shaped how people actually experience technology. That's what led me to UX research and product design, where I get to blend empathy, strategy, and experimentation every day.

I'm endlessly curious, and I love asking "stupid" questions. I believe design is at its best when it helps people feel confident and delighted, whether they're a pilot navigating a cockpit interface or a gamer exploring a new feature.

## EXPERIENCE.

### **Bombardier // Senior Lead UX Strategist & Design Architect**

*July 2022 - Present*

- » Drove a high-impact redesign of the Router Setup Web Platform and app, reducing configuration time by 40% and cutting field setup errors, leading to 25% fewer inflight support tickets during pilot rollout.
- » Led end-to-end UX strategy and execution across aviation platforms, combining field research, usability testing, and iterative design to define the product roadmap and core feature priorities.
- » Served as the primary cross-functional partner to Product, Engineering, and Executive teams, translating complex user insights into scalable design strategies that connect user needs with measurable business outcomes.
- » Advanced organizational UX maturity by developing a repeatable research framework and centralized insight repository, enabling consistent, evidence-based decision-making across product teams.
- » Designed and facilitated alignment workshops that turned ambiguous business challenges into validated, data-driven concepts, driving clarity and innovation from discovery through delivery.
- » Mentored and coached designers and researchers to elevate team capability in research methods, product thinking, and cross-functional collaboration.

## CONTACT

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## LANGUAGES

Polish // Native

English // Native

French // Studying

Mandarin // Studying

## CORE UX SKILLS

User Research, Interaction

Design, Information

Architecture, Usability Testing,

Design Systems Architecture,

Scalable UI Design & Delivery,

Accessibility & Inclusive

Design, Heuristic Evaluation

## Strategic Leadership & Methodology

Design Thinking & Workshop

Facilitation, Stakeholder

Alignment, Strategic Problem

Framing, Product Strategy

& Roadmap Planning,

User Behavior Analytics,

Journey Mapping & Service

Blueprinting, KPI Definition

& Outcome Mapping,

Data-Informed Decision

Making, Insight Synthesis &

Storytelling, Mentorship &

Team Leadership, Heuristic

Evaluation

## Tools & Software

Figma, FigJam, Miro, Jira,

Confluence, HTML/CSS,

Google Analytics, Notion,

Adobe Creative Suite

## UX Mentorship & Community Advocacy

*August 2022 - Present*

- » Mentor UX and design students across Humber College, University of Toronto, and University of Guelph, providing portfolio reviews, career guidance, and practical insights into research and product design.
- » Champion emerging talent as a mentor and judge at student hackathons and design challenges, helping interdisciplinary teams refine ideas, strengthen design rationale, and deliver under tight deadlines.
- » Contribute to the broader UX community by sharing resources, fostering collaboration, and offering ongoing mentorship to designers transitioning from academia to professional product practice.

## PUSH Media // UX Designer & Product Optimization

*May 2021 – June 2022*

- » Drove measurable conversion increases by optimizing high-traffic e-commerce flows and checkout experiences for major retail and lifestyle clients.
- » Led usability audits and heuristic evaluations to uncover UX pain points and deliver systematic design improvements, partnering closely with front-end development teams to ensure accessible, high-quality implementation and consistent product performance.

## Imaginative Group // Graphic Designer

*August 2017 – October 2020*

- » Designed and developed user-friendly websites and digital platforms that increased client engagement and reach.
- » Led branding and campaign redesigns, collaborating with city officials to launch initiatives that boosted local business awareness by 25%.
- » Applied early UX principles by testing layouts and messaging with clients to refine usability and visual hierarchy.

## Freelance Designer

*June 2014 – August 2017*

- » Led independent branding and creative projects for local businesses from concept to delivery across print and digital media.
- » Built foundational expertise in visual design, client communication, and iterative feedback, shaping a user-centered design mindset.

## EDUCATION.

### Humber College // Canada

Bachelor's degree, User Experience Research

### Fanshawe College // Canada

Bachelor's degree, Digital Design, UI/UX, and visual communication

## CORE ATTRIBUTES

Champion of User Needs, Strategic Problem Framer, Trusted Cross-Functional Partner, Data-Driven Decision Architect, Influential Communicator, Inclusive Mentor & Culture Builder, Driver of Continuous Improvement, Growth-Oriented Leader

## INTERESTS

**Conceptualizing & Abstract Design:** Exploration of design theory, visual hierarchy, and conceptual art, reinforcing strategic problem-framing skills.

**Visual Storytelling & Photography:** Practicing communication through visual media, essential for disseminating complex research insights and narratives.

**Cultural Research & Global Empathy:** Travel and cultural exploration, broadening perspective and deepening empathetic understanding of diverse user behaviors.

**Creative Systems:** Digital illustration, sound design, and fashion aesthetics, demonstrating a keen eye for detail and systemized design execution.