aleksandra przytuła

My curiosity about people led me from **Cognitive Science** studies to UX Design. After **five years** I aspire to a strategic and management role.

Beyond work, I led non-profit initiatives like CodersCrew, growing from team member to **President**.

In my free time, I express my creativity as a dancer and vocalist.

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experience

04.2025 - currently
Founding Designer
Gemello

Independently **managing the entire design process** from strategy to execution.

Creating **user flows**, **information architecture**, and the overall UX structure from scratch.

Owning the **Design System** and **visual identity**, with full implementation of Style Guides in **accessible**, high-fidelity designs and microinteractions.

Making all experience-related **decisions** across product and brand touchpoints.

Using **Figma AI tools to generate visual assets** and accelerate iterations.

10.2024 - currently
UX/UI Designer
Cogision+ for Visa

Collaborating with the board, managers, and developers. **Planning and supervising** the work of teams.

Working in an **international team with English** as the primary language of communication. Leading and managing meetings.

Integrating new features into the existing application architecture.

Cooperating with partner banks to support integration of the product into their banking apps.

Collaborating with senior management on the **preparation of strategic documentation** and product direction.

Using **Notebook LM** to generate insights and **additional conclusions from user research**.

12.2023 - currently
UX Designer & Strategist
Ola Przytuła - Strategy&Design

Building **information architecture** and **user flows**. Designing low-fidelity **wireframes** and creating prototypes in **Figma**.

Discovering clients' needs, both visually through **moodboards** and during process creation using the **Process Mapping** framework.

Implementing websites in **Webflow**. Speeding up web design and implementation with **Relume.io**.

Created **UX course** in collaboration with the Girls Code Fun Foundation and **personalized training sessions** for clients to enhance their internal competencies.

Verified client websites based on **heuristics**, **cognitive psychology**. Analyzed data and prepared reports using **Google Analytics** and **Clarity**.

Managing the project of creating an **e-commerce store. Collaborating with** the client's management and **developers**, delegating and enforcing tasks, and providing **constructive feedback**.

Using **ChatGPT** as an intellectual sparring partner for ideation, content writing, and research framing

Following **real-world challenges from AI product teams** in my network.

04.2021 - 11.2023
UX Designer
adCookie

Utilizing **usability tests, in-depth interviews,** card sorting, and questionnaires.

Preparation and facilitation of workshops with clients aimed at various goals:
- deepening understanding of users (Customer Journey Map, Personas, Value Proposition Canvas),
- collaborative solution finding (Design Studio, Crazy 8's),
- discovery of client requirements and needs (Lightning Decision Jam),

Creating **Information Architecture**, designing low-fidelity **wireframes**, and prototypes in **Figma**. Implementing **Design Systems** and redesigning websites.

Analysis, audits, and **A/B testing**. Utilizing tools like **VWO, Google Analytics, Clarity,** and **Hotjar**. The most significant improvement I achieved for a client was **increasing the conversion rate by 244%**.

Leading the development of team members in the Design department. Through regular **1:1 meetings** and **competency mapping**, I created personalized **development paths** that I effectively implemented.

Applied **Attention Insight (AI tool)** to assess and **refine user attention** in designed screens and live websites.

education

2019 - currently
Communication Management
University of Wrocław
Master's degree

Studying Communication Management in **English**, with a focus on **project management, customer insights**, and **cross-cultural collaboration**.

Developing skills in **design management** and **UX design** in an international, interdisciplinary environment.

2014 - 2017
Cognitive Science
University of Nicolaus Copernicus in Toruń
Bachelor's degree

Graduated in Cognitive Science, with strong knowledge of **research methodologies** and **scientific approach**.

Gained expertise in **cognitive psychology, empirical research**, and **neurobiology**.

non-profit

02.2025 - currently
UX Mentor
CodersCrew

Actively **mentoring junior UX designers** by providing career and design support, including inviting them to professional projects.

Co-organizing **community events** and fostering cross-functional collaboration through **peer coaching**, knowledge sharing, and mutual referrals.

06.2023 - 02.2025
UX Guild Leader
CodersCrew

Forming teams, conducting workshops (e.g., **Team Canvas**).

Advising and supporting members. Conducting **training sessions** and **workshops** in UX.

09.2021 - 06.2023
President
CodersCrew

Making **high-stakes decisions**, including those related to financial management.

Led a workshop with a **cross-functional team to create** a structured, repeatable **process** for building partner websites.

Executing key initiatives aimed at developing members' competencies and experiences:
- establishing partnerships with companies and **organizing meet-ups** e.g., with OpsTalent,
- **initiating a development budget** enabling the invitation of external experts for collaboration,
- recruiting new, experienced members and leaders who share their competencies.

10.2019 - 06.2023
UX Designer
CodersCrew

Creating low-fidelity **wireframes** and prototypes using Figma.

Utilizing **usability tests, in-depth interviews**, and **questionnaires**.

I quickly developed my skills, enabling me to take on **a leadership role** in subsequent projects.

skills

UX Research & Strategy
User research | Heuristic analysis | Workshops | Cognitive psychology | Data analysis | Process Mapping | Strategic documentation

Design & Prototyping
UX & UI design | Figma | Prototyping | User flows | Information architecture | Design Systems | Visual identity | Material Design | Mobile & web apps

Project & Product Management
Project ownership | Task delegation & supervision | Stakeholder communication | Leading meetings | Roadmap & feature planning | Team leadership | Cross-functional collaboration

Analytics & Optimization
UX audits | A/B testing | Google Analytics | Microsoft Clarity | Hotjar | VWO | Conversion rate optimization | UX metrics tracking

AI & Emerging Tools
Attention Insight | Notebook LM | Perplexity AI | ChatGPT | Figma AI tools | Relume.io

Languages
english - C1 | polish - native

certificates

Currently
GenAI Fundamentals for UX Designers + Researchers
Joe Natoli

2023
Conscious UX design
Wojtek Kutyła

2021
Conducting UX workshops
Symetria - Wojciech Chojnacki

2021
UX Writting
Kalina Tyrkiel

2019
Web development bootcamp
CodersCamp

interests

Dance, Singing

Digital, LARP, RPG

Mindfulness, Positive habits

Mental hygiene