

aleksandra przytuła

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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.

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.
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 and designing new features into the existing mobile 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.
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 .
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
- Lottie Animations
- Visual identity
- Material Design
- Human Interface Guidelines
- 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
- Figma Make
- Notebook LM
- Perplexity AI
- ChatGPT
- Relume.io

Languages

- english - C1
- polish - native

certificates

- Currently
UI Design Bootcamp
Jesse Showalter
- 2023
Conscious UX design
Wojtek Kutyla
- 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