



# Jacek Marek

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Portfolio | LinkedIn

Currently starting career in UX Design. My path began with business, clients and digital marketing. I spent the first years helping brands communicate clearly through digital campaigns. I worked closely with clients, shaped messaging strategies and coordinated projects across teams.

Outside of work, I find inspiration in sports, music and video games

## Experience

### Kitesurfing & Surfing Instructor

Duotone Pro Center Tenerife | Surfingowy Klub Sportowy | Kitecrew.pl  
2021-2024

- Worked in fast-changing, high-pressure environments, requiring quick problem-solving and adaptability
- Developed clear, structured onboarding processes for beginners, improving the learning curve
- Prepare personalized learning experiences by adapting lessons to feedback and students abilities
- Communicated complex concepts in an accessible way (short steps, student-friendly language)
- Adapted teaching strategies based on individual needs (personality, injuries, fears, motivation), using real-time feedback and behavioral observation

### Account Manager & Copywriter

Yetiz Interactive  
01.2022 – 06.2022

- Worked as a “bridge” between clients and the agency, ensuring that marketing strategies aligned with both business objectives and effective digital experiences
- Strengthened communication skills, translating client needs into actionable strategies
- Conducted competitive research and content analysis for clients to inform digital strategies, aligning with user needs and engagement behaviors
- Gained firsthand exposure to user-centered design while collaborating with a UX designer on a website project, making first wireframes and applying business-driven UX insights

### Project Coordinator & SEO Copywriter

ZETKI  
10.2019 – 12.2020

- Worked directly with clients, acquiring new customers and maintaining relationships to understand their needs and align with business goals (Marek Kamiński, Geberit, Open Eyes Economy)
- Co-created landing pages, applying information architecture principles to improve content flow and user navigation
- Conducted research on user search behavior & SEO trends, using data-driven insights
- Coordinated with designers and marketers to align content with digital strategies
- Developed concise, user-friendly copy for blogs, websites and social media, focusing on clear messaging

### Junior Account Manager

Bespoke\*  
06.2019 – 10.2019

- Assisted in planning and executing corporate events, focusing on user experiences for attendees.
- Worked with Senior Event Managers and clients to understand event goals
- Helped prepare offers and maintain client relationships, developing strong stakeholder communication
- Adapted to real-time challenges during live events, requiring quick decision-making and iterative problem-solving

### Journalist Intern

Agora S.A. (Rock Radio | TOK.FM)  
02.2019 – 06.2019

- Collaborated with editors and publishers to structure articles for web platforms
- Assisted in creating and editing audio content
- Helped implement live broadcasts, working in a fast-paced, iterative environment that required adaptability and problem-solving
- Researched and wrote long-form content

## Education

### Management & Leadership

SWPS University  
2017-2020

Innovative studies based primarily on gaining knowledge in practice. The program emphasizes business, economics, management, marketing and others while offering **psychology and soft skills training**. We implemented business projects for external companies and met experienced managers/entrepreneurs (MicroStrategy, Unilever, Open Eyes Economy, VOX)

## Skills

### Design

UX Design | UI Design basics | Wireframing  
Prototyping | Mockups

### Research

Desk research | Benchmarking  
User journey mapping | Information architecture

### Marketing

Digital marketing | Content marketing  
Working with clients | SEO Copywriting

### Software

Figma | Webflow | Miro | Notion  
v0 by Vercel | ChatGPT | Hotjar  
Microsoft Office | Google Workspace

## Languages

### Polish

Native

### English

B2/C1

## Certificates

### Google UX Design Specialization

Google | Coursera

### Project Management Principles

Project Management Institute (PMI)

### Team Mentoring Principles

Project Management Institute (PMI)

### Reverse Mentoring Participant

PWC | SWPS University | Kingmakers™ Academy