

AGATA KNEĆ

UX/UI DESIGNER & RESEARCHER

POLAND | EU CITIZENSHIP

agataknec.com | hello@agataknec.com | linkedin.com/in/agataknec

PROFESSIONAL SUMMARY

EXPERIENCED UX PROFESSIONAL WITH 5+ YEARS' BACKGROUND IN PROJECT MANAGEMENT, USER RESEARCH, AND DIGITAL DESIGN FOR INTERNATIONAL AND CROSS-CULTURAL ORGANIZATIONS. SKILLED IN FIGMA, USABILITY TESTING, WORKSHOPS FACILITATION AND DESIGN THINKING METHODOLOGIES. ADEPT AT TRANSFORMING BUSINESS GOALS AND USER INSIGHTS INTO ACCESSIBLE, PURPOSEFUL DIGITAL PRODUCTS. PASSIONATE ABOUT INCLUSIVE DESIGN AND CURRENTLY DEEPENING PSYCHOLOGICAL EXPERTISE TO SUPPORT EVIDENCE-BASED DESIGN DECISIONS.

SKILLS

- **UX/UI DESIGN TOOLS:** Figma (advanced), Adobe Creative Suite, Miro, Google Analytics, Maze
- **RESEARCH & TESTING:** User research (IDI/FGI, usability testing), UX Discovery Workshops, data analysis, A/B testing, persona creation, user story, journey mapping, psyche-flow, competitive analysis
- **DESIGN PROCESS:** Wireframing, prototyping, design systems, information architecture, accessibility (WCAG 2.2), cross-functional collaboration
- **DEVELOPMENT & WORKFLOW:** HTML/CSS/JS/React (fundamentals), Scrum, Jira, Confluence, Click-Up, Microsoft Office Suite
- **AI & MODERN TOOLS:** AI-assisted workflows (ChatGPT, Claude, Perplexity)

PROFESSIONAL EXPERIENCE

ROBINHOOD CRYPTO , LLC. — UX TESTER APR 2024

- Conducted usability testing to assess user flows, navigation, and the functionality of the app.
- Identified and reported usability issues, providing feedback to improve the app's intuitiveness and accessibility.
- Tested microcopy within the app, including error messages, onboarding instructions, and button labels, to ensure they were helpful and actionable.
- Participated in A/B testing, evaluating different microcopy versions to optimize user engagement and minimize friction points.
- Reported issues and bugs with detailed descriptions and steps to reproduce, helping the development team prioritize fixes.

YOS AGENCY — PROJECT MANAGER & MARKETING LEAD Nov 2023 – FEB 2024

- Managed design and research projects for brand experiences; prepared strategic presentations for internal and external stakeholders.
- Led user research including interviews, usability testing and competitor analysis to inform project direction.
- Facilitated workshops and discovery sessions with cross-functional teams
- Conducted market research and helped align business objectives with design strategy.
- Collaborated with designers on iterative prototyping based on collected feedback.

DOMIE, KOMPLET ASSOCIATION — PROJECT MANAGER & RESEARCHER 2019 – 2023

- Coordinated international cultural projects with multiple partner organizations across Europe.
- Planned and conducted qualitative research with diverse and underrepresented communities.

- Developed personas and journey maps based on field observations and interviews.
- Presented research insights to partner teams and supported implementation of inclusive design practices.
- Applied participatory and Design Thinking methods in interdisciplinary teams.

SELECTED CASE STUDIES

NIKE SNKRS – CONCEPT APP CASE STUDY (2025)

Explored the behavior and emotional triggers of the sneakerhead community to design a tailored experience. By conducting in-depth research, I identified key pain points and emotional drivers that influence purchasing decisions. Based on these insights, I developed low-fidelity wireframes and interactive prototypes with a strong focus on community-building elements. I also implemented gamification strategies to increase user engagement and loyalty, creating a seamless and rewarding experience for sneaker enthusiasts.

<https://www.agataknec.com/nike-snkrs>

E-COMMERCE REDESIGN (2024)

Redesigned umbrella e-commerce site for performance, accessibility, and mobile responsiveness. Synthesized user research into Jobs-To-Be-Done framework to guide design direction. Improved product findability and streamlined checkout flow.

<https://www.agataknec.com/e-commerce>

BMW – TERMS PAGE REDESIGN (ACCESSIBILITY FOCUS) (2023)

Redesigned legal/terms content for readability, hierarchy, and mobile UX. Followed WCAG standards and cognitive load principles to increase comprehension. Established a scalable component library for legal content types.

<https://www.agataknec.com/bmw-tos>

EDUCATION

M.A IN PSYCHOLOGY (IN PROGRESS, EXPECTED FEB 2026), VARSOVIA UNIVERSITY OF BUSINESS AND APPLIED SCIENCES

M.A IN JOURNALISM, ADVERTISING & PROMOTION (2023), ADAM MICKIEWICZ UNIVERSITY, POZNAŃ

BA IN ANIMATION & INTERMEDIA (2021), MAGDALENA ABAKANOWICZ UNIVERSITY, POZNAŃ

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

WEB CONTENT ACCESSIBILITY GUIDELINES (WCAG 2.2) – POLISH MINISTRY OF DIGITAL AFFAIRS (2025)

AI INTRODUCTION – SANTANDER OPEN ACADEMY (2024)

UX MASTERCLASS – NUEVE.DESIGN (2023)

DIGITAL MARKETING ACADEMY – YOUTH BUSINESS POLAND (2023)

LANGUAGES

Polish (Native) | English (C2) | German (A2)

INTERESTS

TECHNOLOGY | SPORT | STOCK MARKET | ART | SELF-DEVELOPMENT