



Katarzyna Janoska

Product Designer

Ghent, Belgium • +48 601 052 109
Portfolio • k.janoska@anoriell.eu • [LinkedIn](#)

Highly motivated and detail-oriented professional with hands-on experience in devising product development and user experience optimisation strategies with keen focus on exceeding business metrics and user expectations.

Strong portfolio of creating user-centric designs with keen focus on effectively communicating brand messages and meet business objectives by addressing users' needs and preferences. Track record of collaborating closely with cross-functional teams, including engineers, project managers, and stakeholders, to ensure timely delivery of high-quality products.

Technically minded individual; proficient in creating low, mid, and high-fidelity prototypes and executing mixed-method user research with aim of achieving targeted metrics. Skilled at staying updated with technological advances and latest industry practices.

Bilingual communicator (English, Polish) with strong interpersonal skills, keen attention to detail, adept problem-solving abilities, strategic planning expertise, exceptional organisational skills, and talent for analysing research materials to extract key insights. Ability to thrive in remote working positions.

Areas of Expertise

- User Research/UX Research
- System & Business Analysis
- Agile Methodologies
- Design Systems Development
- Qualitative & Quantitative Analysis
- Continuous Process Improvement
- Product Development
- User Interface Design
- Market Research & Analysis
- Risk Assessment & Mitigation
- Wireframing & Prototyping
- Solutions Presentation
- Project Management & Coordination
- Visual Design & Usability Testing
- Customer Satisfaction & Retention
- Technical Troubleshooting
- Stakeholder Engagement
- Workshops Facilitation

Technical Proficiencies

Figma | Axure | FigJam | Miro | Photoshop | Sketch | WordPress | Grunt | Webpack | Git | HTML | CSS | React.js | PHP

Career Experience

Design Team Leader | OnTheGoSystems

Sep 2021 – Dec 2022

Led and managed remote team of 8 professionals to improve workforce efficiency and achieve exceptional collaboration. Directed end-to-end design process encompassing client and company needs identification, comprehensive user research, solution prototyping, rigorous UX testing, front-end development, meticulous quality assurance, and comprehensive outcome analysis. Established and cultivated robust design culture within organisation, while driving initiatives to advocate for inclusion of design professionals and strategically recruiting top talent to assemble high-performing design team.

- Achieving remarkable outcomes by seamlessly managing all stages of design lifecycle, leading to enhance user satisfaction and increased conversion rates.
- Fostered design-centric environment to enhance collaboration, innovation, and exceptional design outcomes.
- Enhanced communication channels between designers and multiple product development teams to improve collaboration, streamline decision-making, and increase efficiency within agile environment.

UX & Product Designer

Aug 2019 – Dec 2022

Leveraged expertise in collaboratively designing products and diligently maintaining comprehensive design systems in close partnership with UI designers, developers, management, and marketing teams. Implementing cohesive design principles, intuitive interfaces, and visually appealing elements to elevate overall brand image, maximise user engagement, and ensure consistency across all platforms.

- Implemented cohesive design systems tailored to each product family, ensuring consistency and streamlining user experience across multiple offerings.

- Achieved significant financial growth by doubling earnings in the company's SaaS product through strategic design enhancements.
- Designed modern and compelling product websites with optimized sales funnels, resulting in increased conversions and customer engagement.

Junior UX Designer

Jan 2015 – Aug 2019

Conducted comprehensive desk research, leveraging sketching techniques to create paper wireframes, and utilising Axure prototypes to facilitate iterative design process. Crafting user scenarios to optimise user-centricity and actively participating in remote UX testing sessions to gather invaluable insights and validate design decisions.

- Exemplified unwavering attention to detail and deep understanding of user needs, resulting in creation of exceptional user experiences and seamless product integration.
- Modernised user experience and visual aesthetics of seven distinct and highly outdated company products, encompassing SaaS solutions, WordPress plugins, and websites.

Front-end Developer

May 2014 – Apr 2020

Eliminated legacy code from all company websites, resulting in streamlined and cost-effective maintenance, while significantly reducing overall weight. Implemented mobile-friendly and RTL-friendly solutions across products and websites, expanding the audience reach and enhancing user experiences for diverse user groups.

- Developed high-quality WordPress plugins, including WPML and Toolset, leveraging expertise in PHP, RoR, and React to design and implement intuitive user interfaces for web applications.
- Steered significant efforts in creating dynamic templates using HTML, CSS (Sass/Less), JS, and Twig, ensuring seamless integration and optimal user experiences.
- Introduced captivating micro interactions and animations to improve usability and engagement, elevating overall user experience and promoting intuitive interactions.

Front-end Developer & Designer | WP-Expert

Dec 2011 – Jul 2013

Conceptualised, developed, and executed captivating WordPress themes by seamlessly blending design, coding, and scripting expertise. Crafted custom widgets and plugins to enhance website functionality and deliver tailored solutions.

- Enhanced search engine optimisation (SEO) strategies and optimised user experience (UX) of existing websites, resulting in improved visibility, increased organic traffic, and enhanced user engagement.
- Facilitated interactive usability workshops for a diverse cohort of industry colleagues, while fostering environment of knowledge sharing and hands-on learning.
- Delivered captivating and informative speeches and lectures at prominent industry conferences to inspire audiences with cutting-edge insights and industry best practices.

Front-end Developer | Luktom.biz

Aug 2011 – May 2013

Implemented robust and intuitive interfaces for web applications using C# and PHP, leveraging advanced coding skills to ensure optimal functionality and performance. Developed user-friendly and SEO-ready websites with focus on Responsive Web Design, delivering seamless experiences across various devices and improving search engine visibility.

- Pioneered adoption of visionary mobile-first approach, demonstrating foresight and conviction in future prominence of mobile internet.
- Spearheaded implementation of efficient synchronous communication channels with company's esteemed customer base, as proactive front-end developer.

Additional Experience

Freelancer | Designer & Web Developer

WSB University | Lecturer

Education

User Experience Design – Post Graduate | SWPS Warsaw, 2019

Informatics and Econometrics – BSc & MSc | Krakow University of Economics, 2013