

Andrzej Kwedo

Sr. Product Designer

I'm a London-based product designer focused on building better experiences.

I strive to craft delightful products by working across user research, high-level UX design, detailed UI & motion design, interactive prototyping and user testing.



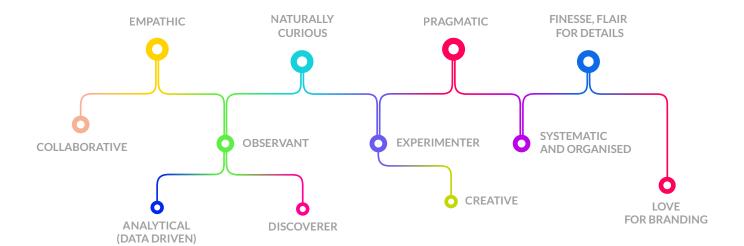
My design mantra

I try to carefully listen, deeply understand and answer user's needs with engaging, thoughtful experiences, filled with brand personality.

Work with me

- My discoverer nature pushes me to fully understand your business goals, 1. so I can align design process to accommodate them best.
- I validate design experiments and ideas with research and solid evidence. 2.
- I manage design process, working well within time-demanding, agile 3. environments.
- I have a passion and a flair for detail from the smallest asset to the complex 4. visual strategies.
- I am incredibly collaborative when leading a team, I try to inspire cooperation 5. and establish a common direction instead of forcing a course.
- Thinking outside the box, I'm not afraid to apply techniques expanding 6. outward of the common UX fields, be that cognitive psychology, growth hacking, performance optimisation, for the better results.

Personal traits



Marketing & Information Faculty Education at University of Lodz/Poland	2002 - 2006	P	2002
Visual Designer / Art Director Contracting for various digital ad agencies	2002 - 2012	0	
Visual Designer / Art Director University promotion department On my 1st year, after creating notes exchange portal for fellow students I've got recruited by University to help with digital works: including rebranding of UL identity, website UX/UI design, numerous web designs and ad campaigns.			2005
Head of design Gadu-Gadu S.A. GG was a well-known polish startup, often referred as polish Google regarding top tech precruited creating a unique social environment. While working with GG, it grew from sm 15-people startup to a corporation employing over 250 people and valued around 200m. I was responsible for crafting corporate id and identity of various GG's sub-brands, proto	all Iln PLN.	R	2008
multiple features design, UI design and keeping design team works uniform. Senior Visual Designer Code Computerlove Ltd Senior Designer (UX/UI) Nextweb Media	02-08.2008 2008 - 2010		2012
While working with NWM, it grew to be a top blog publisher in Poland concerning UU. It responsible for corporate identity and branding for various NWM's blogs as well as design for services, designing responsive web layouts, ad campaigns, and motion designs. Lead UX / Sr. Product Designer			
Kabuki Kabuki was established as a tech startup offering Kinect based presentation system. I was for crafting touchless presentation interface as well as designing custom presentations for clients. In 2015 company pivoted into a software/design studio with significant projects including	or Kabuki	þ	2015
large toy producer/wholesaler; career website design for major Polish bank; UXD for a p brand's dealership app; UXD for Nutricia's e-commerce platform; UXD for emerging e-le Sr. Product Designer (UX/UI) (Contract)	oopular car	6	2018

Skills

Research

Future Platforms Ltd

User research, Workshop facilitation, Impact & mental mapping, Information architecture, Journey mapping.

Design

Sketching, Wireframing, Visual design, Art direction, Branding, Interaction design, Motion design, Visual style guides.

Implementation

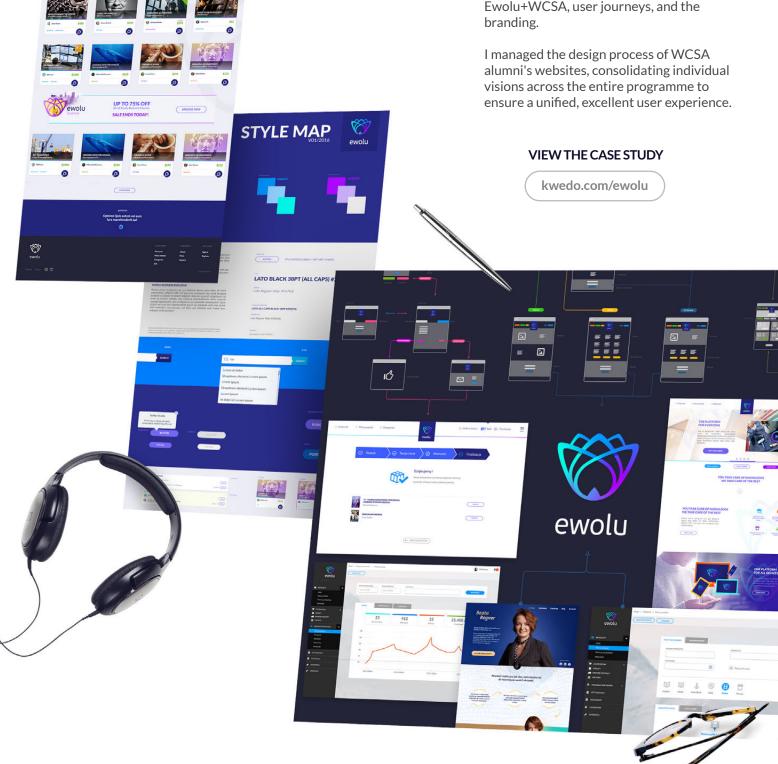
Interactive prototyping, Usability testing, Technical understanding, Process optimisation, Feature prioritisation, Team management.

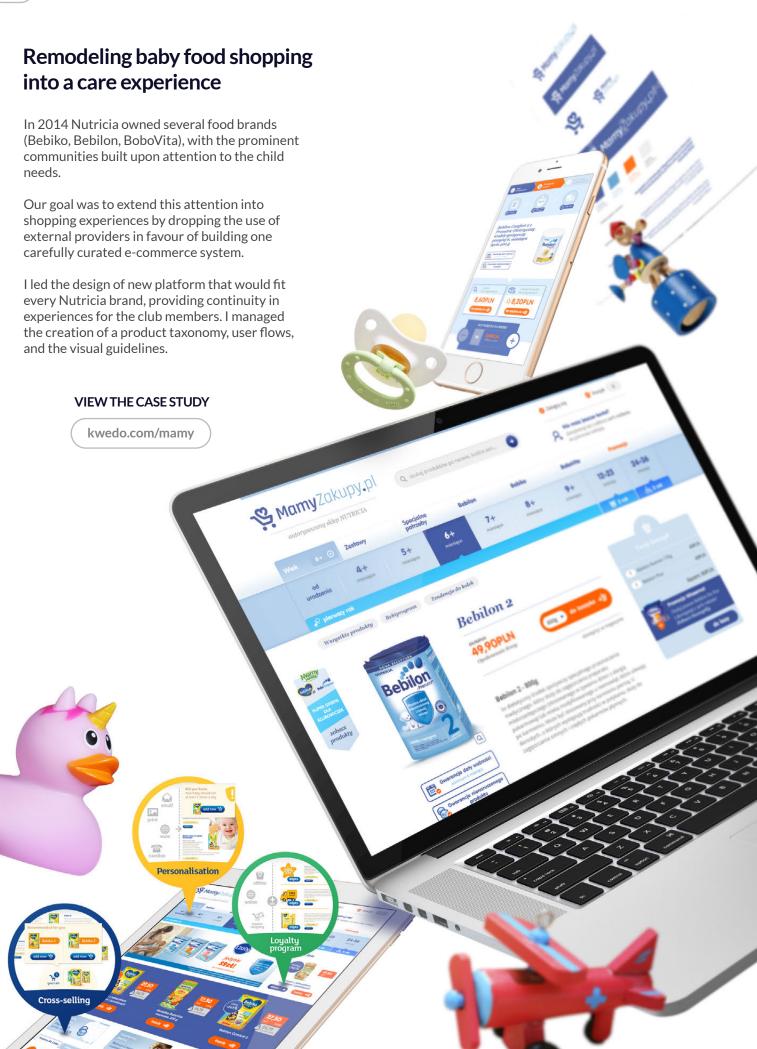
Establishing e-learning brand Ewolu

In 2016 M&P launched an innovative course "World Class Speakers Academy" shaping a new wave of power-speakers and coaches.

Our goal was to establish a space where those certified educators could connect with their audiences.

I led the design of a complex e-learning platform, creating a visual strategy for Ewolu+WCSA, user journeys, and the branding.





Let's talk

I feel comfortable with startups that put users at the centre of their core values, and semi sized corporations open to the design thinking culture.

I value projects that innovate ways we communicate; projects that push boundaries of technology and explore ways of creating and sharing meaning; projects that are socially responsible.

Contact

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Portfolio



https://kwedo.com