

Maria Surawska

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Brooklyn, NY

Education

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN
(UIUC) 2008

Bachelor of Fine Arts in Graphic Design
Minor in Information Technology Studies

Skills

PROFICIENT IN

- » Figma » Sketch » InVision
- » Adobe Creative Cloud
- » HTML » CSS
- » Agile » Lean UX » JIRA » QA
- » Prototyping » Wireframes » Sketching
- » Customer Journey Maps » Personas
- » Lean Canvas » Strategy
- » User Flows » Sitemaps
- » Analytics » MVT & A/B testing
- » User Testing & Interviews » Testing Plans
- » Photography
- » Microsoft Office » Google Docs
- » Fluent in Polish

MERITS

- » Petsmart featured in iOS App Store
- » CampUSA featured in iOS App Store
- » Orbitz Hack Day 3 time winner (UX, Technology) '13
- » Short listed for Cannes 2018 Sustainable Development Goals Lions (Patagonia Action Works- PAW)
- » D&AD Impact Award Winner (PAW)
- » The Webby Award 2019 People's Voice (PAW) Corporate Social Responsibility

Relevant Experience

Lead Product Designer

FICTIVE KIN

BROOKLYN, NY

MAR 2019 - PRESENT

- » Lead product design for internal and client projects.
- » Own various stages of the design cycle - product conceptualization, design strategy, design systems, marketing design, mobile + web apps design, etc.
- » Act as product owner + project manager through the creation of project plans, timelines, scopes and process.
- » Act as account manager by managing client communications, expectations and deliverables. Lead presentations and client updates.
- » Lead product + brand strategy, discovery, stakeholder interviews, research and workshops as needed for projects.
- » Lead research and user testing.
- » Contribute to internal team process and structure.
- » Mentor and manage fellow designers.
- » Delegate work across project teams.

Senior Product Designer (contract)

ETSY

BROOKLYN, NY

JUL 2019 - JAN 2020

- » Design flows, wireframes, & high fidelity designs using the Etsy design system for web, iOS & Android - for sellers and buyers on the platform.
- » Design & build prototypes, define user testing goals & research plans, run usability testing to validate product outcomes and hypothesis.
- » Lead workshops and sketching sessions with all team members to address the problem space in a collaborative environment.
- » Collaborate with product managers, user-researchers, data scientists & engineers to solve user problems while adhering to company goals.
- » Partner with team members to prioritize & plan upcoming work, roadmaps, sprints and overall goals for product features and future work.

Freelance Product Designer

AUG 2018 - JUL 2019

Lead UX Designer & Strategist

SOMEODDPILLOT

CHICAGO, IL

MAR 2017 - AUG 2018

- » Lead strategy, high level concepting & UX of websites and products.
- » Conceptualize and communicate design ideas to clients through workshops, customer journey maps, user paths & flows, sitemaps, content strategy, competitive analysis, design reviews, wireframes, prototypes, ui design, etc.
- » Gather research and evaluate business needs; define user goals, personas, and success metrics.
- » Develop and execute user testing plans/goals and analyze results.
- » Lead user testing sessions, conduct interviews, and create surveys.
- » Collaborate with designers, creative directors, developers and clients.
- » Help manage client relationships, deliverables, and timelines.
- » Improve process, mentor the team & company on best practices and standards regarding UX/UI and agile methodologies.
- » Maintain project backlog, develop project processes, write user stories and acceptance criteria, help define sprints, and perform QA testing.

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Relevant Experience *(continued)*

Senior Product Designer

PUNCHKICK INTERACTIVE

CHICAGO, IL

MAR 2016 - FEB 2017

- » Craft the user experience and visual design of cross-platform products for Fortune 500 clients (Android, iOS, responsive web) while utilizing prototyping, sketching, user flows and wireframing.
 - » Lead the vision of UX, user research strategy, discovery sessions, and stakeholder reviews during the life of the project.
 - » Create polished hi-fidelity designs while maintaining visual language systems and concepting various design directions.
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Senior Visual Designer

VOKAL INTERACTIVE

CHICAGO, IL

JUN 2014 - MAR 2016

- » Design mobile apps (Android & iOS), responsive web apps, and marketing pages, while utilizing user testing, analytics, competitive analysis and other research as needed to solve problems.
 - » Work with client's needs, business goals, and UX best practices to achieve the best user experience.
 - » Concepting, sketching and prototyping for various projects.
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User Experience Designer

ORBITZ

CHICAGO, IL

APR 2012 - JUN 2014

- » Worked closely with information architects, developers and business stakeholders to support business goals while developing an engaging and effective experience for users' needs.
 - » Helped facilitate consensus with stakeholders and UX/Design through feedback, critique, concept work, collaboration, sketching, personas, testing and various other ux best practices to form a cohesive product vision aligned with company and team goals.
 - » Designed for desktop, tablet and mobile web for all products/brands. Focused on mobile and tablet optimization.
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Interaction and UI Designer

TOCA

CHICAGO, IL

MAR 2010 - JAN 2011

- » Designed screen assets for a new mobile device (MOTOACTV) in production for Motorola Mobility.
 - » Designed graphics, icons, emoticons and graphs for various stages and uses of the device.
 - » Worked with the internal design team to better improve wire frames, screen flows, and visual and interaction design.
 - » Designed new production screen comps and cut up production assets, creating specification sheets.
 - » Participated in project proposals, design, and ideation.
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