Aleksandra Helena Podgorska.
You can call me Ola.

+44 (0)79 82 996 398
fiercelovedesign@gmail.com
101 Crawford Ave, Liverpool, L18 1DP
www.fiercelovedesign.com
linkedin.com/in/olapodgorska

• **Lead UX Designer & Content Strategist:** I create consistent and user-friendly products. From information architecture and taxonomy, to user flows, wire-frames, prototypes, moderated and unmoderated testing and crafting digital content. Crafting experiences which are engaging, simple and effortless to nteract with. I am particluarly interested in projects which align to my values - tech for good, healthcare & education.

• **UX Researcher**: Experienced across the full product cycle from discovery (qualitative, observational, generative) to delivery (behavioural, attitudinal, evaluative) - balancing attention between the problem, strategy and solution space. Unconditional positive regard honed during my therapy training translates into empathy for the lived experience of others. Focusing on the 'why' to deliver the 'what' - using research in balance with experience and intuition.

• **Multidisciplinary Designer:** I work across the full breadth of visual design - crafting logos and identities, branding, physical products as well as digital interfaces (UI), I'm detailed oriented and have a special interest in typography & conceptual design.

• **Team Lead & Colleague:** My approach is direct, honest, authentic, proactive, autonomous but collaborative, focused on ensuring my Team's, my Customer's and the Business's needs are met and exceeded - to find a balanced solution to any challenge. To quote Ms. Frizzle, I like to take changes, make mistakes and get messy. Over 5 years experience working within Agile / SCRUM projects, having started out in user experience as a digital project manager.

EXPERIENCE
DIGITAL DESIGN RESEARCH LEAD - National Oceanography Centre Oct 2024 - Present

• Establishing user experience research and design practice during digital transformation process.
• Introducing design thinking, HCD, accessibility, and product design best practice (including introducing design systems), providing support, guidelines and workshops to ensure uptake.
• Working across a variety of in-house digital projects (Research & Innovation projects like SPLASH, data processing projects (Data Science Platform), and Commercial products for NOC Innovations).
• Creating supplementary materials (info-graphics and data visualisation) for research grant proposals.

LEAD UX DESIGNER - CI&T   Jan 2023 - Oct 2024

E.ON Next - Lead UX Designer (Present):
• Research, UX and UI design & accessibility - **from handover to launch -** unmoderated live testing (quant. surveys, A/B testing) with the E.ON and E.ON Next Product & Engineering teams,
• AS Heat Pumps & EV Chargers end-to-end UX Research, service/proposition design and UI design - reducing time-to-serve for Energy Specialists, and introducing triage & self-serve for Customers, reducing Delivery & Operational costs.
• Guiding two Digital Delivery teams concurrently (Digital Intake & Acceleration)
• Consolidating the online journey across product suite (EV, Solar, Heat Pumps) for E.ON Next
- collaborating daily with E.ON Next Design, Content and Branding Teams. Validation and testing with the Engineering team.

E.ON Next - Service Design:
• Co-led remote & in person observational research studies, focussed on reducing repeat demand & improving digital self-serve for Customers.
• Co-created 8 research reports to share findings & research analysis
• Synthesised data into usable artefacts inc. user journeys, flow diagramming, system experience mapping & wire-framing.

Gilead: Service Design & Lead UX Designer:
• Researched to understand current ecosystem and ways of working
• Enabled and increased efficiency and alignment between Local (Country Specific), UK (Global HQ) Content creation and Technical departments & delivery teams
• Delivered a plan for a future service model and proposed improvements of the event registration for Healthcare professionals (user journey mapping, wire-framing and prototyping)

People Development Manager:
• 1 direct PDM Report
• Mentored four UX Designers on the team - weekly 1:2:1 peer coaching sessions
• Led UX recruitment process and interviews with potential teammates
• Defined and created new documentation and processes for Design team Eg: Notion library, work-shadow sessions, Design Induction Welcome Pack.

LEAD UX DESIGNER - SOMO GLOBAL   Jan 2021 - Dec 2022

Dods Political Platform MVP:
• Combined two existing flagship products: Dods People Directory and Dods M++
• Development of proposition based on over 20 stakeholder interviews across the UK & EU
• Research synthesis: affinity mapping & insights, wire-framing
• Prototyping & user testing, working alongside the Product Team, UI Designer & Engineering teams to deliver in agile bi-weekly sprints

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National Oceanography Centre Oct 2024 - Present
Lead Digital Design Researcher
End to end UXR, UX & UI design.
Establishing UX practice at NOC.

Miricyl,org, March - Oct 2024
Volunteer - Lead UX Research

CI&T, Oct 2021 - Oct 2024
Lead UX Designer at CI&T.
Working across two product teams for E.ON Next. Served as BIMA Awards Judge & Nominated BIMA 100 Creatives & Designers, and Social Shifters GIC 2022 Volunteer Judge.

Somo Global, Oct 2021
Promoted to Lead UX Designer (L5 Manager)

Somo Global, Dec 2020 - Oct 2021
Senior UXHealthcare/Health tech, Financial Services, Life Sciences, Utilities, Payments, Political Information Services, E-Comms, Textiles & NGO products (mobile & web).

Freelance, Sept - Dec 2020
Graphics Lead - Contract
BBC / Apple TV (Trying S2)

Somo Global, Oct 2019 - March 2020
Contract Senior UX Designer
Financial Services, Lifestyle & Leisure, Telecomms and Utilities Clients.

Freelance, Jun 2017 - Sept 2019
Graphic Designer - Contract
Productions: Warner Brothers & Legendary, Netflix, Channel 4, HBO

Fiercelove Design Ltd, 2017
Founded own Ltd.

IDEO, Feb - Apr 2015
Led a team of four on the IDEO Human Centred Design Course (Team Back&Forth)

Radley Yeldar, Jan 2014 - Dec 2016
Promoted to Mid-Weight Content Strategist & UX Researcher, London

TruTravels, Oct - Dec 2013
UX, Design, Strategy & Project Manager - Contract. Full rebuild and design of website in 3 months. 300% growth in 18 months post launch. Thailand

Radley Yeldar, Jun 2011 - Oct 2013
Digital Project Manager, London

Radley Yeldar, Apr 2008 - Feb 2011
New Business & Assistant Project Manager, London

Ad Empire, Jul 2005 - Feb 2008
Graphic Designer
Qberga, South Africa

Work Experience continued...

Planet Payments & Business MVP:
- Led research interviews with existing and potential Enterprise customers across 5 businesses, to increase lead generation at enterprise level.
- Researched current processes with over 30 stakeholders and delivered a cohesive and unified UX Design refresh of the Planet B2B website within a singular brand, following the merger of five different Companies & their products
- Delivered new B2B website from research to launch in under 6 months

Bupa Blua - Service Design:
- Audited the local and global service ecosystem with the Bupa Blau Product & Technical teams, and defined the vision for the future state through co-creation in workshops
- Work-shopped & co-ideate to arrive at stakeholder alignment
- UX/UI Design of the Vision journey blueprints of Blua product - which had proven EMEA success - to ensure a successful launch in the UK

• Moorfields Eye Hospital - Lead UX Design & Research:
- Carried out in-person research interviews and testing with Stakeholders and Clinicians at Moorfields Eye Hospital Clinic
- Prototyped Figma i-Pad software which would improve efficiency and reduce wait time for Patients in-clinic, enabling better handover between Clinicians, while also collecting data to support the trust in optimising Clinic flow over time.

• Vanguard - Senior UX Designer
- UX design on Financial Advisor Investment Product and **Financial Products Page**

Fiercelove Design Ltd. Projects:

Rowdy Online Store:
- Design workshops - aligning Regional franchisees & business owners and defining ux, content and technical requirements for the new e-commerce store
- Information architecture and UX design for desktop & mobile web
- Wire-frames, click-able interactive prototypes and customer journey maps

TruTravels Online Store:
- Managed a 5-member cross-functional team (Developer, Content creators & Owners) working on location in on Koh Phangan in Thailand
- Complete content strategy, planning, UX/UI design through to launch in 3 months
- 300% growth in 18 months post launch (from 2,500 to 15,000 views, 150% booking increase)

Film & Television:
- Lead Graphic Designer - Adult Material (Channel 4 / BBC)
- Graphic Designer - GIRI/HAJI (Netflix)
- Assistant Graphic Designer - Detective Pikachu (Warner Brothers / Legendary)
- Adverts graphics for a variety of clients - Montblanc, Gucci, Apple, EA Games

Working location & preferences

- Dual Citizen (EU passport, South African passport)
- Indefinite Leave to Remain in the UK)
- Driving license
- Based in Liverpool. Open to travel and sporadic hybird working within the UK or Europe.
- Open to flexible hours & time-zones, and relocating for shorter periods of time (1-2 months)

Education

Jan - Mar 2024 (10 weeks)
Leadership & Management Skills Bootcamp - Impact Futures UK

Oct 2022 - Mar 2023 (12 weeks)
UI Design - Professional Certificate - UX Design Institute

Jun - Aug 2016
User Experience & Research Immersive - General Assembly, London (10 weeks)

Postgraduate Diploma: 2010 - 2012
POSTGRADUATE: Advanced Diploma in Professional Education - The Therapeutic Application of Arts (MA) London Metropolitan University - 69% (2:1) - completed while working full time

Diploma: 2008 - 2009
Level 2 Certificate in Counselling (CSK-L2) - Hackney College & CPCAB - London

Undergraduate: BA Graphic Design, 2001 - 2005
Nelson Mandela Metropolitan University - South Africa
- Merit Award for Academic Excellence
- National Diploma Graphic Design - 80% (1st)

Skills

UX Research & UX Design
Identifying needs
Planning research studies
Recruitment for studies
Design thinking process / Design sprints
Heuristic reviews
Market research
Facilitating workshops
Gathering requirements
UX Strategy
System & experience mapping
User journeys
User flows & diagrams
Information architecture & site maps
Prototyping (lo-fi to high-fi)
Information architecture
Taxonomy

Visual
Design systems (atomic design)
Identity & Brand design
Graphic design (concept to delivery)
Signage & environmental graphics
Social media & marketing design
Illustration

Soft skills
Communicate & champion user needs
Presenting findings and recommendations
Facilitation/workshops
Pitching (New Business)

Content
Content strategy
Scoping, planning
Copy-writing & editing
CMS management and publishing

Toolkit
I like to test things out (hey AI!)- and utilise whichever tools get the job done most efficiently and with the highest quality output. These are my favourite:

Unmoderated/quant:
Google analytics, Hubble, Maze, Optimal Studio, UX Tweak, SurveyMonkey, Funnel, Glassbox, Userberry, Supermetrics, Medallia

Moderated/qual:
Google Meet, SurveyMonkey, Dovetail, Marvin, Miro, FigJam, Dovetail, Lookback, Zoom, GoogleMeet, UserTesting, In-person

IA/Sitemapping & Taxonomy
Figma, Omnigraffle, Lucid (X-Mind)

Design
Figma, AdobeXD, Illustrator, InDesign, Photoshop

Prototyping
Figma, Sketch, Invision, Zeplin, Axure, Protopie

A little more about me...
I thrive in a fast-paced, creative environment, but do not sacrifice quality.

I have a personal interest in promoting equality, mental well-being, and diversity through design and the arts.

I am based in Liverpool, having moved up North from London, and am the proud human of a cat called Frankie Bolognese.