MICHAŁ BIALIK

UX DESIGNER

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Kraków, Poland

SKILLS

User Experience (UX) Design

Wireframing and Prototyping

Usability Testing

Interaction Design

Figma

Sketch

User Research

User Interface (UI) Design

Responsive Web Design

EDUCATION

Bachelor of Science in Computer Science

Jagiellonian University, Kraków, PL

Graduated: May 2015

Postgraduate studies in User Experience & Product Design

AGH University of Science and Technology, Kraków, PL

Graduated: June 2018

PROFILE

Highly skilled and creative designer, holding a degree in interactive design with over 15 years of experience in UX and UI design. Passionate about user-centred design, boasting a proven track record in delivering exceptional digital experiences. Renowned for expertise in crafting engaging and delightful user interfaces, making me an ideal choice for any UX design project.

EXPERIENCE

Senior UX/UI Designer

Adlook Services, Warszawa,

[10.2024 - 05.2025]

Working on Adlook Smart - next-generation Demand Side Platform (DSP) with upper-funnel digital advertising solutions. Designed for advertisers and agencies seeking a self-service, data-driven platform that prioritizes privacy and performance. It's particularly suitable for those aiming to navigate the evolving digital advertising landscape, where traditional tracking methods are being phased out. Improving user interface and UX experiences. Designing and implementing new functionalities, including CPM Recommender, Insertion Orders and Flights. Collaborating with external teams. Conducting user research, interviews.

Product: Adlook Smart

Senior UX Designer

Reality Games, Kraków,

[11.2022 - 05.2024]

Lead UX design projects for clients, ensuring the delivery of engaging and user-friendly digital solutions in mobile game. Collaborate with cross-functional teams, including developers and product managers, to define project goals and requirements. Conduct user research, usability testing and user interviews to gather insights and inform design decisions. Create wireframes, prototypes, and high-fidelity mockups to illustrate design concepts and interactions. Continuously iterate and refine designs based on user feedback and evolving project needs while adhering to a design thinking approach. I also fostering a culture of design excellence within teams.

Product: Monopoly World

UX Designer

Stribog Games, Kraków,

[02.2019 - 10.2022]

Created wireframes and mockups for mobile, web and desktop games. Conducted user testing and reported findings to support design improvements. Collaborated with the development team to ensure design implementation aligned with user requirements. Assisted in the creation of detailed design documentation and style guides for ongoing projects, ensuring design consistency and ease of project management.
Increased user engagement by implementing a new user interface design and features, boosting player retention from 21% to 53% .

Products: Gemstone Legends, Animatch, Yatzy, 1000

UX/UI Designer,

Comarch, Kraków,

[10.2015 - 09.2018]

Conducted user research and testing to improve 80% of user satisfaction scores and task complation rates.
Redesigned the front end of Comarch Enterprise Content Management to provide a richer exoerience for Comarch clients using animation and material design.
Led application design sessions with client teams on 10+ projects to develop functional and technical requirements.
Revamped website flows and navigation menus, reducing the frequency of misdirected customer service queries by 30% and increasing traffic to previously neglected pages.

Products: Comarch Master Data Management, Comarch ECM, Comarch EDI, Comarch Customer Care, Comarch BG Portal