Eva (Ewa) Bienasz

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UX LEAD

About Me

As a UX Lead, I bring a strong leadership approach to every project. With expertise in user research, and UX/UI principles, I create effective and user-centric solutions. I work collaboratively with cross-functional teams to ensure project success and work with my team to deliver exceptional design outcomes.

Work Experience

UX Lead

Twinkl / *March 2023 - present*

- Implemented a comprehensive user research strategy template, resulting in actionable insights that led to a 14.2% decrease in B2C churn.
- Designed 3 AI interfaces, including a chatbot, a colouring page (image) generator and a report writer which increased user engagement and boosted upgrades.
- Mentored and trained junior designers, as well as implemented a collaborative and innovative team environment which resulted in an increase in team productivity.
- Developed a new process for requests, which resulted in increased efficiency in clearing backlogs.
- Created a UX library in Adobe XD as well as collaborated on the creation of multiple page templates on-site.

UX Designer

Twinkl / *2022 - 2023*

- Redesigned the search functionality to display paid products, resulting in a 9% increase in upgrades.
- Designed a notification for new users promoting paid memberships, resulting in a 33% increase in subscriptions.
- Introduced and designed a new referral journey which increased the number of referrals sent by 467%.
- Led the Upgrade & Referral and Retention & Winback Funnel teams by presenting customer research, proposing solutions, and collaborating with interdisciplinary teams on A/B testing.
- Developed multiple pages using HTML, CSS, and JavaScript, resulting in an elevated user experience and increased site engagement.
- Conducted various competitor analyses inform design decisions and identify opportunities for differentiation in the market.

Usability Tester

UserTesting / *2021- 2022*

- Recorded videos to showcase user interactions and journeys, allowing for detailed analysis and documentation of user experiences on customers' websites.
- Presented usability findings and recommendations to stakeholders.
- Provided expert recommendations on user interface design, interaction flows, and information architecture based on usability best practices and industry standards.

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Further Work Experience

UX Testing Student Panel Member

University of Sheffield / *2020 - 2021*

- Conducted in-depth user journey analysis to understand the end-to-end experience of users interacting with the university website, identifying pain points, and areas of improvement.
- Acted as a user advocate throughout the user journey design process, promoting user-centred design principles and advocating for seamless and intuitive experiences.

Skills

Research: UX research, persona hypothesis, journey mapping, user interviews, 'How Might We' statements, MVP, page audits, qualitative research, competitive audits

Design: wireframing, responsive web design, UX design principles, information architecture, branding, illustration, prototyping

Testing: A/B testing, usability tests

Collaboration: Lean-Agile methodology, Double Diamond model, brainstorming, Crazy 8s

Implementation: coding live pages using HTML, CSS, and JavaScript

Tools

Adobe XD, Figma, UX Pin, Photoshop, Illustrator, InDesign, Sketch, Jira, Jamboard, Miro, Google Analytics, Tableau, Microsoft Clarity, PowerPoint, Excel, HTML, CSS, JavaScript

Professional Achievements

Twinkl Management Scheme / *2022*

Google UX Design Certificate / *2021*

Languages

Polish – native

English – fluent

Mandarin Chinese – advanced in business

Education

University of Sheffield / 2017- 2021

1st Honours BA Chinese Studies

Dissertation title: **"Painting it red" - The differences between marketing and advertising of Coca-Cola in China and the United States**

Dissertation research areas: international business, consumer culture, advertising techniques, colour theory, brand design, typography, visual analysis of TV commercials