Joanna Buniak UX/UI Designer

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SUMMARY

A user experience designer with a background in visual design and creative team management. Skilled in optimizing user experience through innovative solutions and intuitive interface designs. Improved customer retention and brand loyalty for well-known brands by providing compelling, customer-centric designs. My expertise in user experience, visual design, marketing, and creative ops, combined with strategic thinking and problem-solving, makes me a great asset to any creative team.

WORK EXPERIENCE

UC Berkeley Extension (Tech Ed)   October 2021 - Present
UX/UI Design Teaching Assistant   Berkeley, CA

- Collaborate with an instructional team and deliver a project-based curriculum that includes in-depth training on UX design principles and exposure to modern-day toolsets for modern product designers
- Foster one-on-one relationships with a cohort of 40 students to build the knowledge and skills necessary to create evocative, engaging, and user-centric products
- Grade individual and group projects and provide critical design feedback

Freelance   April 2020 - Present
UX/UI Designer   Palo Alto, CA

- Design digital consumer-facing products such as websites and mobile applications
- Help companies rethink their user experience by working through every step of the design cycle; from user research, concept mapping, low-fi wireframes, mock-ups, fully functional end-to-end prototypes to user testing
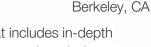
Shutterfly Inc. (E-Commerce)   June 2019 - April 2020
Design Manager buniak.design/e-commerce-design-management   Redwood City, CA

- Performed across Shutterfly, Lifetouch, and Tiny Prints brands, balancing time between art direction, and creative operations for consumer-facing products such as websites and mobile applications
- Reinforced cross-functional group collaboration of 80+ creatives, marketers, UX designers, and front-end developers by acting as a liaison to in-house teams and creative agency
- Guided resizing of a print holiday catalog outperforming by 10%, driving 51% of Q4'19 revenue
- Evaluated email designs daily with art and creative directors, resulting in an increase in revenue of 31% for Tiny Prints and 83% for certain co-branded Shutterfly + Lifetouch emails

ScImage (Healthcare Tech)   July 2017 - February 2019
Marketing Operations Specialist/Visual Designer   Los Altos, CA

- Collaborated with the software engineering team on several product redesign projects, including a toolbar for a decades-old legacy product, which has transformed user experience, resulting in fewer clicks without forcing users to relearn the interface
- Elevated the company's brand and online presence resulting in lead generation growth by over 50%
- Doubled social media following and increased open email rate by 8% and email click-through rate by 2%

Freelance   January 2013 - July 2017
Visual Designer/Photographer   Palo Alto, CA

- Designed websites, landing pages, social media assets, and digital and print templates for clients from industries, including non-profits, education, and consulting
- Conducted 2-3 photoshoots a week to provide companies and individuals with high-quality portraits

OwnACondo.com (Real Estate)   November 2005 - December 2012
Creative Director   Chicago, IL

- Managed a fantastic team consisting of graphic designers, copywriters, and a web design agency
- I led a real estate CRM dashboard customization and the lead workflow automation design
- Directed the MLS Internet Data Exchange integration and Search Engine Optimization for the primary website resulting in a tripled increase in lead generation and a 70% boost in new hires

SKILLS

User-centric research: qualitative and quantitative research practices, information architecture and flow, user-need identification, user-experience interviewing, persona creation, insight synthesis

Visual prototyping and wireframing: Figma, Sketch, Adobe XD, InVision, storyboarding, decision mapping, decision flow diagrams

Visual design: atomic design, design systems, UI grids and composition, color theory, heuristic evaluation, accessibility, typography, interaction design, iconography, photography, and image post-processing

Front-end web development: HTML/CSS, GitHub, Bootstrap (essentials)

Soft skills: leadership, empathy, curiosity, flexibility, optimism, initiative, and sense of humor

EDUCATION

Certificate, UX/UI Design, UC Berkeley   Berkeley, CA
License, Real Estate Managing Broker, Chicago Association of REALTORS®   Chicago, IL
Uczelnia Łazarskiego w Warszawie   Warsaw, Poland