

# Paweł Halicki

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Experience designer with a strong background in research & strategy, passionate about clear interfaces, game mechanics, and pizza.



## EDUCATION

2004 - 2007

### Sociology

SWPS University of Social Sciences

## TOOLS

### Design

Sketch, Figma

### Prototyping

Webflow, Principle

### Research

Typeform, Analytics

### Teamwork

Jira, Notion, Whimsical

## CONFERENCE SPEAKER

2017

Morning Talks

2015

16th Polish Congress of Market  
& Opinion Researchers

Seebloggers

2014

IAB Forum

2013

5th Interactive Marketing Meeting

2012

Marketing Officers Congress

4th Interactive Marketing Meeting

## INTERESTS

Board games, science fiction, mass transit systems, food tourism

## CONTACT

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## EXPERIENCE

11.2017 - present

### Senior UX/UI Designer | Ergo Digital

Designing enterprise applications with dense interfaces focused on search, mixed input and complex workflows. Conducting product innovation workshops, leading product vision initiatives and design workflow optimisation efforts.

06.2016 - 10.2017

### Experience Designer | Kilp

Designed innovative SaaS product automating cybersecurity management in SMEs. Facilitated rounds of lean, prototype-validate-optimize cycle in hyper-demanding, early-stage startup environment.

08.2015 - 02.2016

### Experience Designer | Macoscope

Transformed clients' general ideas into clear product visions. Collaborated on design workflow optimisation. Led an internal project envisioning multi-device streaming platform experience.

02.2013 - 07.2015

### Creative Director | Redmobile

Designed applications for clients, including the National Bank of Poland, Mercedes-Benz, Dom Development, Tauron, and Cinema City. Conducted workshops on digital disruption for key clients.

11.2013 - 04.2014

### Digital Solutions Specialist | Connectmedica

Co-created innovative mobile app reducing physiological consequences of stress (rescheduled after development). Cooperated on products improving compliance, facilitating pharmacovigilance and enhancing patient experience.

04.2011 - 04.2013

### Creative Director | Brainshake

Led and managed creative team of 6 to provide clients, including TP, Adidas, PKT.PL, and Mastercard, with branded experiences and solutions enhancing customer experience. Wrote for industry press about promising technologies.

12.2009 - 03.2011

### Idea Developer | Brainshake

Designed branded experiences and PR stunts for clients including TP, BGŻ, and UNICEF. Wrote for industry and lifestyle press about trends, tools, technologies, and innovations.

04.2006 - 09.2006 / 4.2007 - 9.2009

### Creative Planner | Emlab

Designed branded experiences for MINI, Moët & Chandon, PLAY, E&Y, Nordea Bank, and L'Oreal. Wrote for industry and lifestyle press about innovative technologies and products.