

# KASIA FICHTNER



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**UX Psychologist, UI/UX Designer, and Creative Leader with over fifteen years innovating for global brands. I leverage my multidisciplinary expertise to produce breakthrough data-driven experiences that get results.**

## SKILLS

Design leadership and methodologies, user experience design, user interface design, user research and modeling, rapid prototyping, interaction design, design patterns, responsive web design, mobile app design, branding, brand strategy, graphic, visual and print design, illustration, typography, iconography, 3D modeling, 2D animation, video editing, drawing.

Software - Axure, Google Analytics, Adobe CC (Photoshop, Illustrator, InDesign, Flash, Premiere), Zbrush, Corel Painter, PowerPoint

## EDUCATION

### MS PSYCHOLOGY,

The University of Wroclaw, Wroclaw, Poland

Relevant coursework: Cognitive and Perceptual Psychology, Personality Psychology, Social Psychology, Experimental Psychology

### BA GRAPHIC DESIGN,

Academy of Art and Design, Wroclaw, Poland

## ACHIEVEMENTS

Shorty Award, "Best Social Media Campaign for Gaming", 2013

## EXPERIENCE

2016 - present **SENIOR UI/UX DESIGNER**  
*Aging Care, Naples, FL*

User experience design leader on major social media site with multimillion monthly visitors.

Designing best-in-class user-centered UI, featuring modular design and interaction patterns that drive users to action. Revolutionizing the user experience for key audiences and enhancing web usability through user research. Led user modeling effort, resulting in the successful adoption of user personas by multiple company departments. Led ideation exercise based on these new personas. Managing visual design team, analyzing traffic, heat maps, and user flows. Crafting wireframes, interactive prototypes (Axure) and cohesive atomic UI. Currently working with development team to ensure pixel-perfect execution of user interface designs across platforms.

2011 - 2016 **UI/UX DESIGNER, CREATIVE DIRECTOR**  
*Independent, Naples, FL*

Provided end-to-end product design for globally-recognized clients. Managed multidisciplinary team and designed captivating user experiences, interaction prototypes, and mobile apps. Conducted user research, site strategy and usability analyses. Sample projects:

**University of Minnesota LTML** - Completed multiple user experience and interaction design projects for Learning Technologies Media Lab & Director [Aaron Doering](#), including [GoX \(view case study\)](#), [WeExplore \(view case study\)](#), [EarthXplorers](#), and [Safe2Eat](#). Conceptualized product, produced wireframes, and designed Hi-Fi mockups for [Basecamp](#) teacher management system.

**Ubisoft** - Designed Facebook apps central to the marketing campaigns for "[Assassin's Creed: Revelations](#)" (Shorty Award, "Best Social Media Campaign for Gaming"), "[Just Dance](#)" (Promaxbda Game Marketing Award, "Outstanding Overall Marketing Campaign"), and "[Black Eyed Peas Experience](#)" (generated 125K active users).

**Wizards of the Coast "Magic the Gathering"** - Visual designer on "[Ignite Your Spark](#)" (generated 5K user photos and 300K views) and large-scale

Promaxbda Game Marketing Award, "Outstanding Overall Marketing Campaign", 2012

Design and Design - December Award Winner, 2011

Business card design - Design and Design - Book of the Year, 2011

Dr Pepper and DeviantArt Pepperland Contest - 2nd place, 2011

Collective Exhibition of Oil Paintings, 4Art Inc. Gallery, Chicago, 2007

"Plastic Art" - Individual Exhibition of Drawings and Prints, Klub pod Kolumnami Gallery, Wroclaw, 2003

Individual Exhibition of Drawings and Prints, Klub pod Kolumnami Gallery, Wroclaw, 2002

"[Hunt the Bigger Game](#)" campaigns, including responsive sites and Facebook apps.

Sony "Starhawk" - Designed high-fidelity mockups for "[Starhawk Build Your Team](#)" app that let fans create personalized Starhawk trailers.

Johnson & Johnson - Designed internal marketing materials for Neutrogena retailers.

Cox Communications - Designed "[Lift](#)", a multicomponent corporate game to spark innovation at cable and Internet company.

## CREATIVE DIRECTOR

*Janmedia, Falls Church, VA*

Provided UI and interaction design for digital agency, serving NASA, General Electric, and Mars. Sample projects:

**World Bank** - Team member in user interface design for its "Talking Impact" intranet. Designed a central project element to help employees prepare presentations.

**Time Warner Cable** - Created custom illustrations and UI designs for a site promoting high-speed internet.

**Washington Post** - Team member in design of ApartmentShowcase, an enhanced online version of the Post's free apartment finder in the DC metro area.

**BAE Systems** - Created interactive prototype and developed motion graphics content for a multimedia presentation CD. Designed site for BAE's Global Analysis & Operations.

**Washington Gas** - Fully redesigned user interface of the customer-facing site. Designed "Energy of the City" site and online store promoting tobacco-free living.

**GlaxoSmithKline** - Provided vector illustrations and character design for a smoking cessation campaign portal.

**National Automobile Dealers Association** - Created branding, designed user interface, and built animated software demo for the "Appraisal Pro" web app, offered to sales reps in a SaaS model.

## LEAD VISUAL DESIGNER

*EFuture, Wroclaw, Poland*

Responsible for visual design and creative direction. Sample projects:

**FremantleMedia** - Designed site and built animations for the host of the Polish version of American Idol.

**Place3D** - Led user interface design and 3D asset production for a pioneering web-based 3D interior design application.

**Cargill** - Designed and supervised development of a site promoting one of Cargill's major businesses in Europe.

2006 - 2010

1998 - 2006

## REFERENCES

"I had the pleasure of working with Kasia for 6 years and can say with great confidence she's an extraordinarily talented creative mind. During this time, Kasia served as the art director lead on several of our key client accounts, overseeing brand architecture, visual identity and overall user experiences spanning multiple channels. She's extremely effective at capturing and synthesizing a client's vision, and quickly producing top quality work. Kasia's also a very strong communicator, tireless worker and a true joy to work with."

**Matthew Scherrer**  
Partner at DEFT Digital

For more references please review my [LinkedIn Profile](#).



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