OLA HIRSZLER

UX Designer and Researcher

(+1) 415-910-9782
hello@olamicek.com
San Jose, CA

www.olamicek.com
www.linkedin.com/in/olamicek

EDUCATION

BFA | 2015 - 2018
Interaction Design
California College of the Arts, San Francisco

Postgraduate Studies | 2013 - 2014
Design Management
The Institute of Industrial Design,
SGH Warsaw School of Economics, Poland

MFA | 2010 - 2015
Interior Design
Academy of Fine Arts in Warsaw, Poland

SKILLS

User Experience
User Interface
Prototyping
Design Research
User Testing
Behavioral Design
System Thinking
Storytelling
Visual Design
Sketching
Storyboarding
Bilingual

TOOLS

Sketch
Adobe XD
Adobe Photoshop
Adobe Illustrator
InVision
Principle
Arduino Electronics
Processing
HTML & CSS
Usertesting.com
Particle Photon
Unreal Engine

WORK EXPERIENCE

UX Designer | Sep 2018-now
Quoori Inc, San Francisco

Envisioned and designed digital experience for a new kind of personal ecosystem in collaboration with CEO, product manager, developers, computer scientist, visual designers, and UX architect. Ideated innovative features by conducting exploratory research.

UX/UI Designer | June 2018 - Sep 2018
SecuritAI, Santa Clara

Improved online visibility of SecuritAI startup by redesigning a B2B-targeted landing page, establishing branding and strategy. Designed a second iteration for a customer- facing mobile app, a promoting website, and a video explaining the product. Conducted user testing and implemented marketing strategies. Worked closely with CEO, COO, and engineers.
Successfully redesigned pitch deck in collaboration with CEO and COO, leading to big increase in interest from investors.

Freelance UX Designer | Jan 2018 - now
Self-employed, Remote

Improved online visibility of HereYouGo startup by helping a startup founder rethink their mission statement, design a landing page, and establish content strategy. Designed a first iteration for a customer-facing mobile app. Worked closely with startup founder.
Improved user's navigation through the Upin mobile app by re-designing User Interface, revitalizing content strategy, and establishing branding consistency. Worked closely with startup founder, engineers, and a graphic designer.

Co-Founder, CCO | Aug 2017 - Dec 2017
Algowork, San Francisco

Worked closely with CEO, CTO, and CMO to develop company's mission and business model.
Increased retention rate through re-building landing page and improving marketing strategies.
Improved understanding of User Experience through running concierge test where a student met with a professional in person.

UX Research Intern | June 2017 - Aug 2017
Techshed by Home Depot, Foster City

Conducted In-Store Ethnographic research resulting in a company's improved understanding of Customer & Associate interactions. Improved communication between UX Researchers and other teams through conducting Usability Testing of Internal UX Research Tool. Increased understanding of customers' journey through creating Customer's Journey Map in collaboration with UX designers.

Electronics Lab Sr. Monitor and UX Coach | March 2016 - May 2017
California College of the Arts, San Francisco

Mentored students with their interactive computing-based projects in CCA's Technology Lab, sponsored by Qualcomm and Intel.