

Marcela Kopytko

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I bring over ten years of experience in evidence driven design through **mixed research methods** (e.g. *user interviews, user surveys, alignment workshops, contextual inquiry, competitive analysis, UX audit, usability testing*), **qual & quant data analysis** (using tools such as *Power BI, Excel, Google Analytics*), **visual storytelling & product marketing** (using *Figma, Adobe CS, Affinity Designer*).

In 2016 I had the opportunity to work for a startup company, Wine Lister, where as a sole designer I've successfully **built and launched the product**, developed tools for **driving engagement**, **established 2-way communication** channels with the users, and grew the business through **user interviews, surveys, competitive analysis, A/B testing**.

Since 2017 I've been working as a Freelance User Researcher **boosting conversion, testing new concepts** and **validating market fit** for a number of brands, such as Amazon Prime, Specsavers, IKEA, British Airways to name a few. Since 2021 I've been focused on **the end-to-end product design for a SaaS** startup company, Go Instore.

Travelling around Asia (August 2018 — January 2019)

Experience

Senior UX Designer at Go Instore, currently Emplifi (January 2021 - August 2023)

- Validated product feature ideas through mixed research methods, including usability testing, user interviews, surveys, quant and qual data analysis, wireframing and prototyping, stakeholder alignment workshops. Established 2-way communication with the end users and continuously refined products to meet users' needs. Designed and released high fidelity product UI for web app, mobile app (iOS and Android), and CRM system platform, on both frontend and backend.

Freelance User Researcher at Kantar, London (May 2018 — August 2018 and February 2019 — March 2020)

- Tested over 150 ad concepts, from low to high fidelity prototypes for Amazon Prime original shows. Closely collaborated with Amazon stakeholders to optimise media campaigns. Designed UI of insight platform for Japan Tobacco International. Helped Shell Retail better understand their users' behaviours and attitudes across 10 Eastern European and Asian markets. Led development of Specsavers' quant research study for digital and in-store purchases.

Freelance User Researcher at Millward Brown, London (February 2018 — May 2018)

- Optimised ad campaigns for Samsung using mixed research methods (*quant research studies, A/B testing, stakeholder interviews*). Supported monthly deliveries for IKEA quant study.

Freelance User Researcher at Kantar TNS, London (May 2017 — February 2018)

- Developed questionnaires for HSBC and MasterCard studies defining foundational research to guide product development. Built and coordinated development of automated decks. Managed data analysis for everyday agile reporting. Delivered half yearly brand tracker findings and recommendations.

Freelance User Researcher at Hall & Partners, London (April 2017 — May 2017)

- Delivered quant research findings and recommendations for British Airways and Grant's Whiskey studies.

Research Manager at wine startup, Wine Lister (April 2016 — February 2017)

- Designed quant questionnaires and led online surveys. Built segmentation studies, brand awareness and positioning analysis for wine producers and their multiple brands (*Developed in-depth analysis on wines, producers and appellations defining the scope of Wine Lister's consulting offering. Produced high quality research for clients such as Mouton Rothschild, Pape Clément, Pichon Comtesse, Cheval Blanc, Calon*

Ségur).

- Helped to meet crucial sales targets (*Pitched the product idea to the fine wine trade, expanding the number of WL's Founding Members. This included cold calling and gathering feedback from top tier merchants and auction houses*).
- Produced consulting studies and marketing copies (*E.g. The Bordeaux Market Study available on Wine Lister website, the wine factsheets*).
- Played a key role in product launch (*Closely collaborated with the Team of one developer and CEO to design the company website. Established 2-way communication channels with users through social media and newsletters. Gathered valuable feedback from subscribers and non-subscribers through online surveys. Built user journeys and flows*).
- Expanded tools for driving website traffic (*E.g. quizzes, newsletters, factsheets, social media & blog posts*).

Volunteer UX Designer with ICYE UK (August 2015 — October 2016)

- Designed digital booklet to increase the awareness of ICYE UK and recruit more students to collaborate with the organisation.

Research Executive at Repucom UK (August 2013 — April 2016), Media Analyst (June 2011 — August 2013), Intern (December 2010 — June 2011)

- Managed the full project cycle (*From proposal writing to final delivery. Coordinated ad-hoc projects, analysed quant and qual data. Composed research studies and infographics. Closely collaborated with stakeholders and presented final findings*).
- Designed questionnaires (*Using SNAP software, and online survey providers such as Toluna, Crowdtch*).
- Undertook primary and secondary research, drawing findings that addressed key business questions and impact metrics (*Identified challenges and built bespoke solutions for clients such as the International Olympic Committee, Welsh Football Trust, HSBC, TfL, UEFA, Red Bull, Prudential, to name but a few*).
- Built solid and trusted relationships with stakeholders (*E.g. represented Repucom during the UEFA Champions League Final in Warsaw, May 2015. This contributed to winning another project with UEFA in 2016*).

Intern, Embassy of the Republic of Poland in Tel Aviv, Israel (August — October 2006 & 2007)

Part-time Sales Associate at Ferrari Store, London (December 2009 — December 2010)

Education

UX writing with UX Content Collective (August - December 2021)

Introduction to Human-Centered Design, Design Thinking with IDEO.org (June - August 2020)

UX Design with General Assembly, London (February - March 2020)

Copywriting course, The Copy Cure, with Marie Forleo and Laura Belgray (October — December 2018)

King's College London, UK (2009 — 2010), MA in Middle East and Mediterranean Studies

Wroclaw University, Poland (2003 — 2008), MA in International Relations

Languages English — Fluent — International English Language Testing System (IELTS) London, (2008)

Italian — Advanced — Level 6 at King's College London (2009 — 2010)

Spanish — Advanced — Level 2, 3, 4, 5 at King's College London (2009 — 2014)

French — Intermediate — Level 1, 2 and 3 at King's College London (2011 — 2014)

Polish — Native Proficiency

Recent work portfolio & references available on request