

# SENIOR UX DESIGNER

MAGDALENA  
KUDŁA*accessibility lead*

I drive design initiatives across complex products, aligning user needs, business goals, and technical constraints. I focus on clarity, collaboration, and building scalable, accessible, research-driven solutions.

*Magdalena*

research • stakeholder management • workshop facilitation • prototyping • mentoring • leadership • accessibility • interaction design • responsive design • usability testing • UX writing • collaboration • Figma

## WORK experience

### SENIOR UX DESIGNER, ACCESSIBILITY LEAD

04/2024 - 02/2026

STONEX

#### ACCESSIBILITY & DESIGN SYSTEMS

- Built and scaled WCAG 2.2 AA accessibility framework across 3 products and design system.
- Led accessibility audits, defined reusable Figma components and cross-team guidelines (UX/UI/Dev/QA).
- Reduced design-level accessibility issues through system-level improvements.

#### LEADERSHIP & ENABLEMENT

- Trained 36 designers through workshops and structured learning paths.
- Established accessibility as a mandatory product requirement across teams.
- Transferred ownership and processes to UX Lead ensuring continuity.

#### PRODUCT & UX STRATEGY

- Redesigned information architecture for complex trading workflows, improving data clarity and usability
- Standardized naming conventions across product teams, reducing cognitive friction
- Integrated accessibility-compliant components into scalable design system

#### PRODUCT & ORGANIZATIONAL IMPACT

- Influenced product and engineering decisions by embedding accessibility into design and development workflows
- Evaluated and introduced accessibility tooling to support scalable audits and long-term compliance

### SENIOR UX DESIGNER, DESIGN LEAD

11/2022 - 12/2023

HYCOM

#### LEADERSHIP & DELIVERY

- Managed UX/UI team (13-21 people), defining scope, task allocation, and delivery tracking
- Built estimation framework and workflow improving team coordination and delivery efficiency
- Owned end-to-end UX for MVP, aligning business goals with user needs and technical constraints

#### UX RESEARCH & STRATEGY

- Conducted user research (interviews, surveys, market & competitor analysis)
- Facilitated stakeholder workshops to define product vision and business goals
- Used research insights (21h+ recordings) to shape product direction

#### DESIGN & PRODUCT DEVELOPMENT

- Designed end-to-end B2B purchasing flows (concept → MVP → iteration)
- Created UX artifacts (personas, journeys, flows, wireframes, prototypes)
- Ensured WCAG compliance across all designed screens

#### CROSS-FUNCTIONAL COLLABORATION

- Worked closely with stakeholders, analysts, and FE/BE teams in Agile delivery
- Led usability testing (2 rounds, 16 users) and iterated based on findings

### UX/UI DESIGNER

07/2021 - 10/2022

ACCENTURE

#### UX RESEARCH & VALIDATION

- Conducted usability testing, card sorting, and research-driven validation of IA and flows
- Identified critical usability and navigation issues impacting adoption

#### DESIGN & PROTOTYPING

- Designed end-to-end purchase flow and interactive prototypes
- Simplified complex product configuration process, reducing user drop-off
- Introduced and improved components within design system

#### PRODUCT DEVELOPMENT

- Delivered responsive experience (web + mobile), aligning cross-platform consistency
- Collaborated with developers and visual designers in Agile environment

#### IMPACT

- Increased completed orders by 30%
- Improved sales of service packages (+40%) through UX improvements

### UX/UI DESIGNER

10/2019 - 07/2021

FREELANCE

Designed mobile, web, and e-commerce experiences as a freelance UX/UI designer, translating business requirements and user needs into interactive prototypes through research-driven, iterative design within Agile environments. Work focused on usability testing and UX improvements that increased engagement and led to successful product launches, including a VR educational application for Oculus.

### UX/UI DESIGNER

09/2018 - 08/2018

THE FARM 51

Worked on VR/AR and interactive projects for mobile and web platforms, covering full UX process from research (interviews, surveys, market and competitor analysis) to usability testing and prototyping, in close collaboration with 3D artists, developers, and clients. Delivered multiple experiential and educational solutions including VR applications for research institutions and international exhibitions.

## AREAS OF expertise

### LEADERSHIP & MENTORING

Managing design teams, delegating tasks, building estimation frameworks, running design critiques, and developing processes that improve delivery across disciplines. I've also mentored a Junior UX Designer, supporting her growth through regular feedback, pair design sessions, and guided project work.

### ACCESSIBILITY

WCAG 2.2 (targeting AA), accessibility audits, creating checklists for UX/UI/Dev/QA teams, building reusable component guidelines with keyboard interaction and screen reader support documentation.

### UX RESEARCH

User interviews, usability testing, surveys, card sorting, competitive audits, heuristic evaluations, persona creation, journey mapping. I've conducted research across multiple rounds and used findings to drive measurable design improvements.

### DESIGN & PROTOTYPING

Figma (advanced), wireframing, high-fidelity prototyping, interaction design, design systems, responsive design (web + mobile). I work with existing design systems and create new components when needed.

### COMMUNICATION STRATEGY & UX WRITING

Designing communication strategies for multi-segment audiences, writing UX copy, crafting onboarding flows, and creating user-facing documentation. I've designed phased rollout communication for 6 distinct user segments.

### STAKEHOLDER & PRODUCT COLLABORATION

Working with PMs, POs, BAs, and stakeholders to define project direction. Facilitating workshops, aligning priorities, negotiating scope, and translating business goals into design decisions - even when the client has a strong competing vision.

### DEVELOPER & QA COLLABORATION

Partnering with dev teams and QA to ensure design fidelity. Writing detailed specs with accessibility annotations, reviewing implementations, resolving design-dev conflicts, and iterating based on technical constraints.

## education

### Sociology (Master)

Innovations &amp; Social Interventions

AGH University in Kraków

2016 - 2019

### UX & PRODUCT DESIGN (Postgraduate studies)

AGH University in Kraków

2017 - 2018

### SOCIOLOGY (BA)

Multimedia &amp; Social Communication

AGH University in Kraków

2013 - 2016

## certification

### UX Certificate (Management Specialty)

2021

Information Architecture, Facilitating UX Workshops, Becoming a UX strategist, Design Tradeoffs & UX Decision Framework, DesignOps: Scaling UX Design & User Research, The UX VP/Director, Designing Complex Apps for Specialized Domains.

Nielsen Norman Group

### Introduction to accessibility

2022

Learn Design

### Visualization of quantitative data

2024

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LANGUAGES  
POLISH: NATIVE  
ENGLISH: PROFESSIONAL  
WORKING

### TOOLS & SOFTWARE

FIGMA &amp; FIGJAM

MIRO

NOTION

JIRA

CONFLUENCE

UXPIN

ADOBE XD

CLAUDE, V0, BOLD AI