

Resume



Maciej Rakowski

UX • UI • Digital Product Designer

Portfolio: www.rakowskimaciej.com

Contact: contact@rakowskimaciej.com

Current location: Hong Kong

Experience

For more detailed job descriptions please check this link (LinkedIn):

bit.ly/2Nz5SQL

Key Skills & Competencies

UX, UI, Rapid Prototyping, Research, Analyse, Interaction Design, Graphic Design, Project Leadership, Art Direction, Logo Design, Advertising, Branding & Identity, IT Technology, Presentation Skills, Gambling & Casino Experience, Gaming Knowledge

Main achievements

In companies that I used to work in most of the projects I was bringing creative ideas and solutions which helped to significantly rise major KPI's like ROI, NGR, GGR for clients (of agencies) or company (in-house products).

GVC Group / Ladbrokes / Coral - UI/UX Designer

12.2015 - 01.2020 GIBRALTAR / UNITED KINGDOM

Translating business challenges and requirements into design concepts to deliver project from start to end. Design, prototype, test, hand-off.

- Creating engagement tools and gamification features for users with proven business value and results
- Contributing in creating design systems/UI kits/interaction solutions for all company brands
- Working closely with stakeholders, developers, product managers, business analytics from initial idea to release of digital product

Insignia - Digital Senior Art Director

02.2015 - 11.2015 CRACOW / POLAND

Art direction to implement strategic and conceptual thinking, creating narratives that delivers stories across multiple digital and non-digital channels.

OS3 - Digital Art Director

12.2013 - 11.2015 WARSAW / POLAND

Art direction of high-quality digital projects for various agency clients (landing pages, marketing campaigns, social media etc.).

Havas Worldwide - Interaction Designer

12.2011 - 12.2013 WARSAW / POLAND

Implementing a combination of strategic, conceptual and design skills for agency clients.

LTB - Designer / Illustrator

08.2010 - 09.2011 ISTANBUL / TURKEY

Designing clothes and prints, controlling production process, picking materials.

Programs and skills

Skills

User Experience (UX), User Interface(UI), Prototyping & User Testing, Visual Design

Additional skills

Drawing, Digital Illustration, Advertising/Marketing Experience

Programs

Sketch, Photoshop, Illustrator, Adobe XD

Prototyping and handoff

Flinto, Overflow, Zeplin

Work tracking

Jira, Trello, Version One, Microsoft Teams

Education

Academy of Fine Arts - BEd in traditional graphic

2007 - 2013 LODZ / POLAND

Multidisciplinary education process including Graphic Design, Identification Design along with Traditional Arts: Painting, Drawing, Sculpting, Printmaking, History of Arts

Highschool of Fine Arts - Graphic Design

2000 - 2006 CZESTOCHOWA / POLAND

6 years of art education process including Graphic Design, along with Traditional Arts: Painting, Drawing, Sculpting, Ceramics, Jewellery, History of Arts etc.

Languages

English

Professional working proficiency

Polish

Native

Spanish

Elementary proficiency

I hereby give consent for my personal data included in my application to be processed for the purposes of the recruitment process under the European Parliament's and Council of the European Union Regulation on the Protection of Natural Persons as of 27 April 2016, with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (Data Protection Directive)