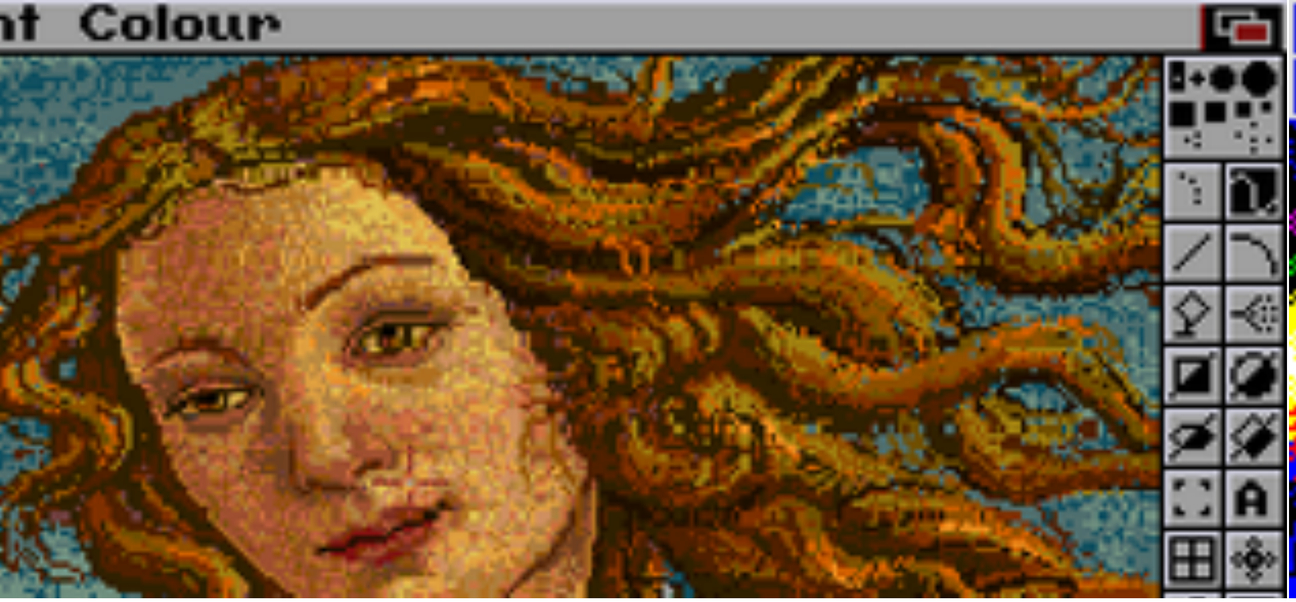
Hi, I’m Łukasz!

(uhm, it’s pronounced /ˈ*wu.kaʂ*/); he/him

I’m an experienced designer who started his journey with digital media in the late ’90s of the 20th century. In those days designers had to wear many hats, from researching information and understanding Client’s needs to writing front and back-end code.

It worked well with my desire to embrace the entire lifecycle of a product I’m working on. As a UX/UI designer, I feel responsible for how a product looks and feels and how it resonates with users’ needs and business goals. That’s my understanding of proper design work.

My professional journey has been diverse, with experiences at renowned companies like Altkom, eBay, MRM Worldwide (part of McCann Worldgroup), Roche, Agora, and intive. I've had the opportunity to work on digital solutions for Sabre, Heathrow Express, and J.S. Hamilton. In addition, I've freelanced for leading interactive agencies in Poland and abroad, and co-managed a successful design studio for 5 years. This breadth of experience has honed my skills and adaptability in the design industry.

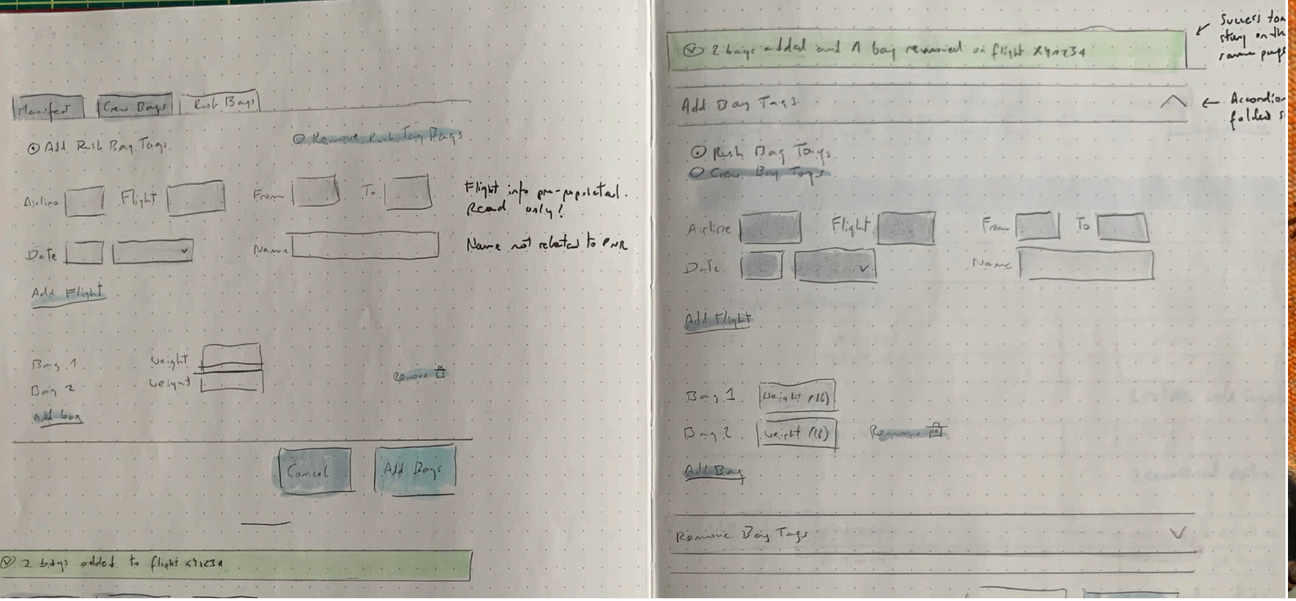


Where I came from

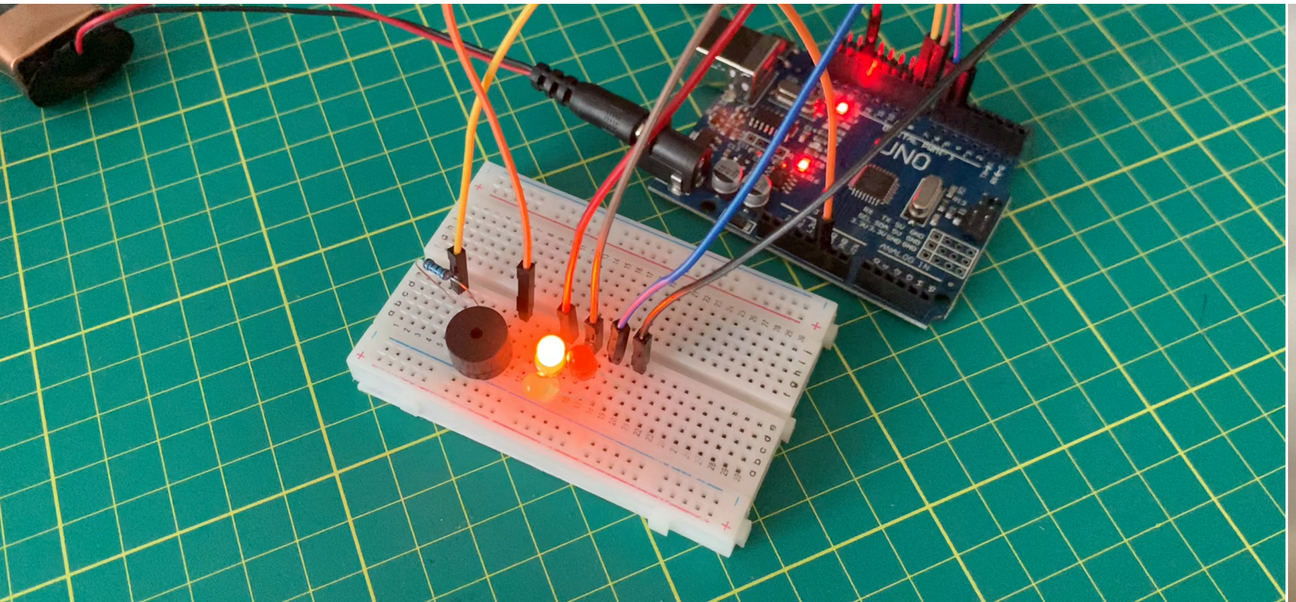
Versic3.0.4

Adobe Photoshop™ 3.0

U.S. Patent 5146346. Patent pending. ©1989-1995 Adobe Systems, Incorporated.
All rights reserved. Adobe Photoshop is a trademark of Adobe Systems, Inc.
Pantone®, Inc.'s check-standard trademark for color reproduction and color reproduc



Who am I today



Banking in Saudi Arabia

My recent design adventure involved working for a business accelerator founded by one of the largest banks in the Middle East.

Designers faced the challenge of building access points for different types of users: individual investors seeking to automate operations and build their portfolios, stakeholders managing their own or family businesses, and commercial enterprises connecting to central banks and local payment systems.

Role: design consultant, design lead

Financing

Your destination for business lending

Flexible, quick and reliable financing solutions to support the growth of your business

APPLY NOW

Tailored loan for your needs

New

Capital Expenses Financing

Financing to grow and modernise your company's physical assets

- No branch visit required
- Mid to long term financing
- Financing based on asset lifecycle

New

Working Capital Financing

Easy access to funds to pay suppliers

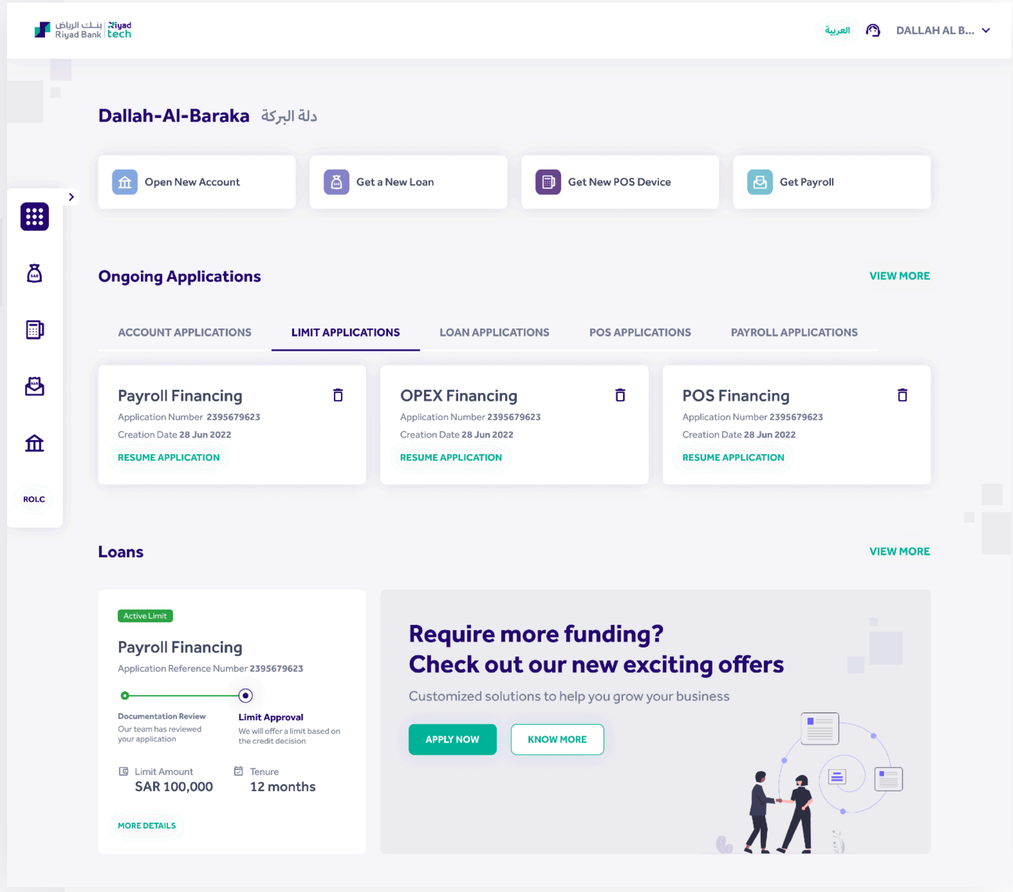
- No branch visit required
- Short term financing
- Financing based on invoice requirements

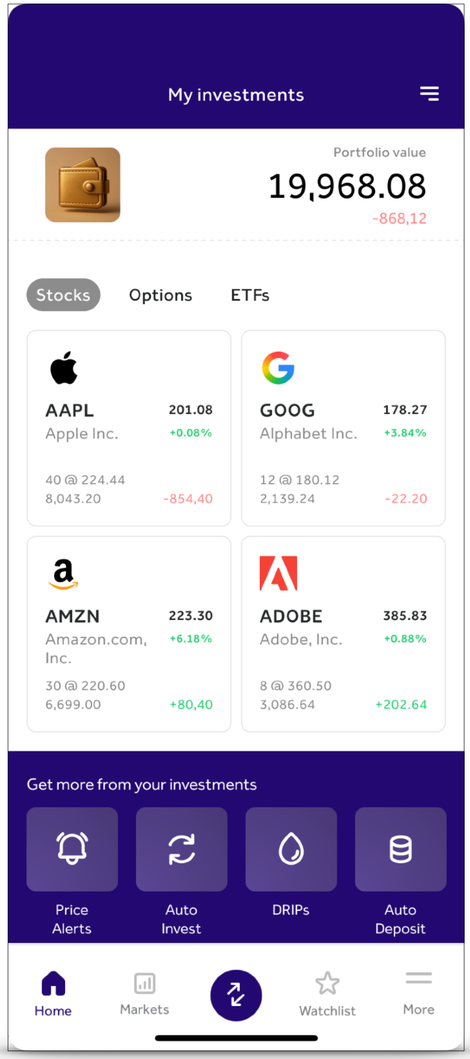
New

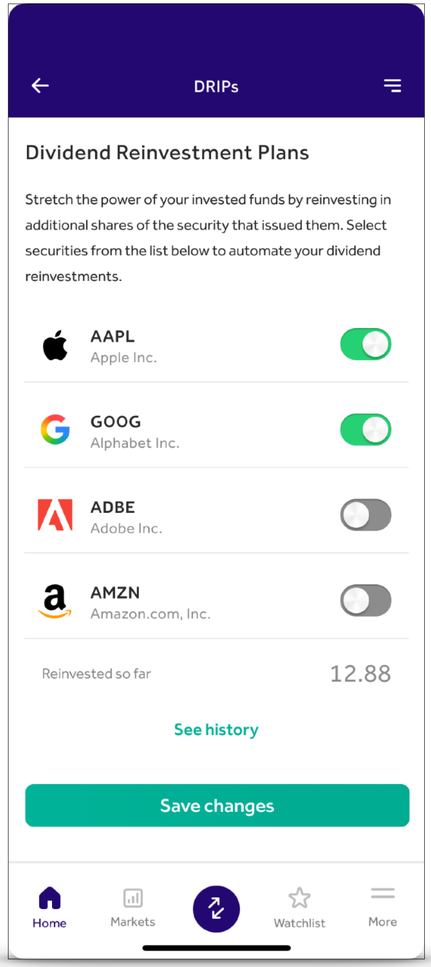
POS Financing

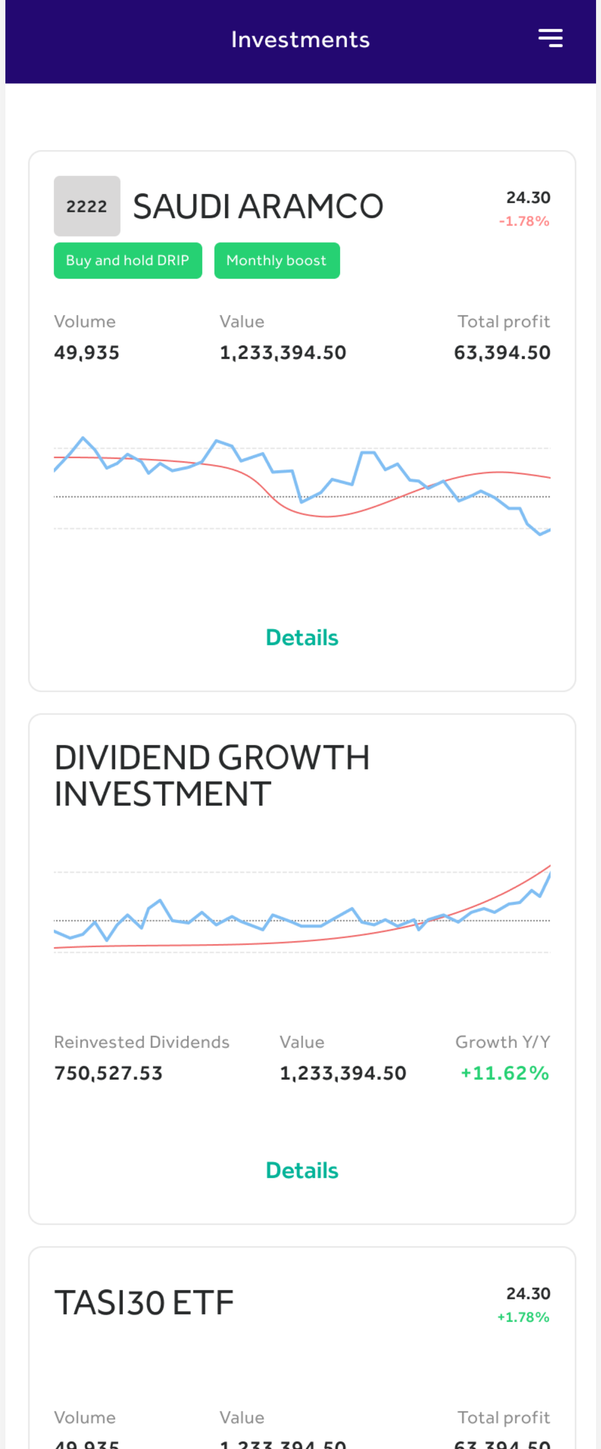
Quick access to cash based upon your POS sales

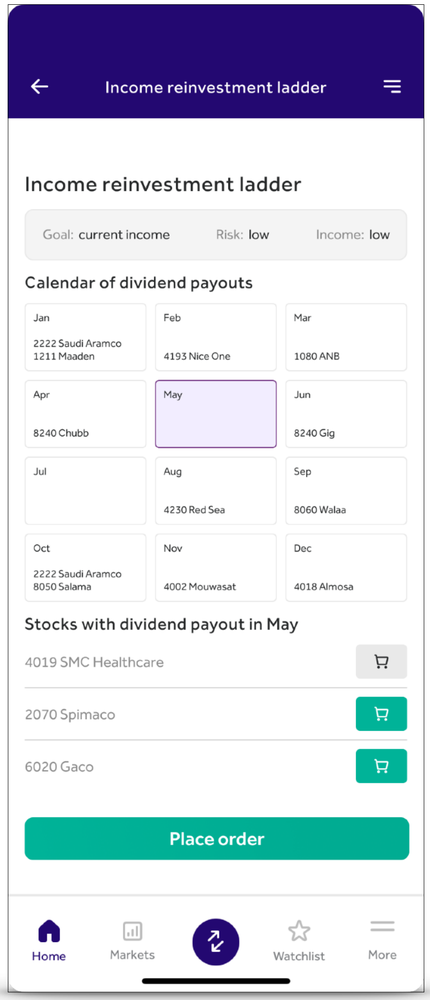
- No branch visit required
- Short to mid term financing
- Financing based on POS transactions




My investments
Portfolio value
19,968.08
-868,12
Stocks
Options
ETFs
AAPL
Apple Inc.
201.08
+0.08%
40 @ 224.44
8,043.20
-854,40
GOOG
Alphabet Inc.
178.27
+3.84%
12 @ 180.12
2,139.24
-22.20
AMZN
Amazon.com, Inc.
223.30
+6.18%
30 @ 220.60
6,699.00
+80,40
ADOBE
Adobe, Inc.
385.83
+0.88%
8 @ 360.50
3,086.64
+202.64
Get more from your investments
Price Alerts
Auto Invest
DRIPs
Auto Deposit
Home
Markets
Watchlist
More


DRIPs
Dividend Reinvestment Plans
Stretch the power of your invested funds by reinvesting in additional shares of the security that issued them. Select securities from the list below to automate your dividend reinvestments.
AAPL
Apple Inc.
GOOG
Alphabet Inc.
ADBE
Adobe Inc.
AMZN
Amazon.com, Inc.
Reinvested so far
12.88
See history
Save changes
Home
Markets
Watchlist
More

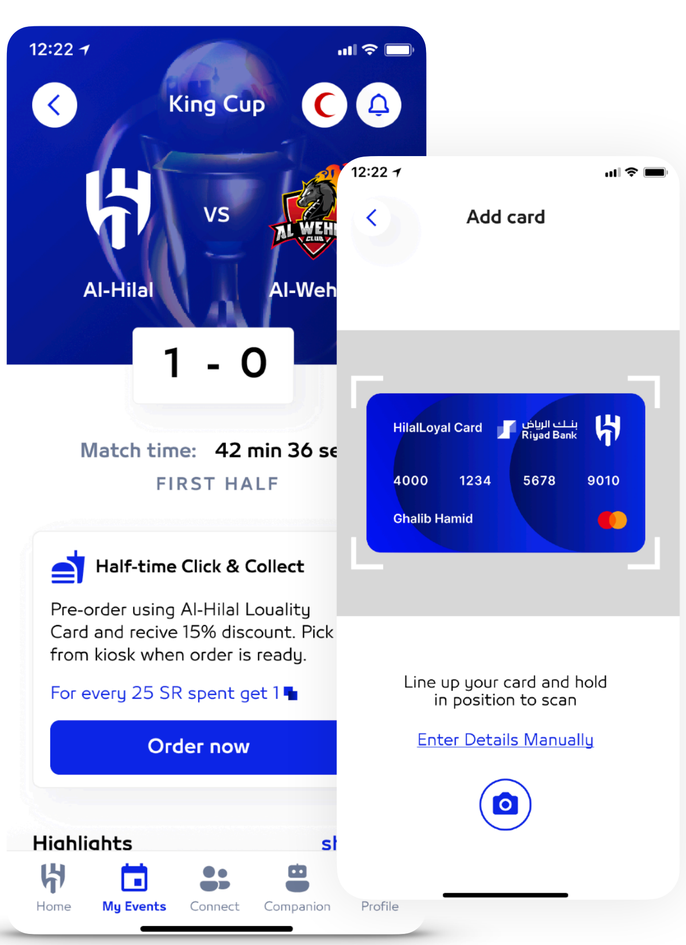

Investments
2222
SAUDI ARAMCO
24.30
-1.78%
Buy and hold DRIP
Monthly boost
Volume
49,935
Value
1,233,394.50
Total profit
63,394.50
Details
DIVIDEND GROWTH INVESTMENT
Reinvested Dividends
750,527.53
Value
1,233,394.50
Growth Y/Y
+11.62%
Details
TASI30 ETF
24.30
+1.78%
Volume
Value
Total profit

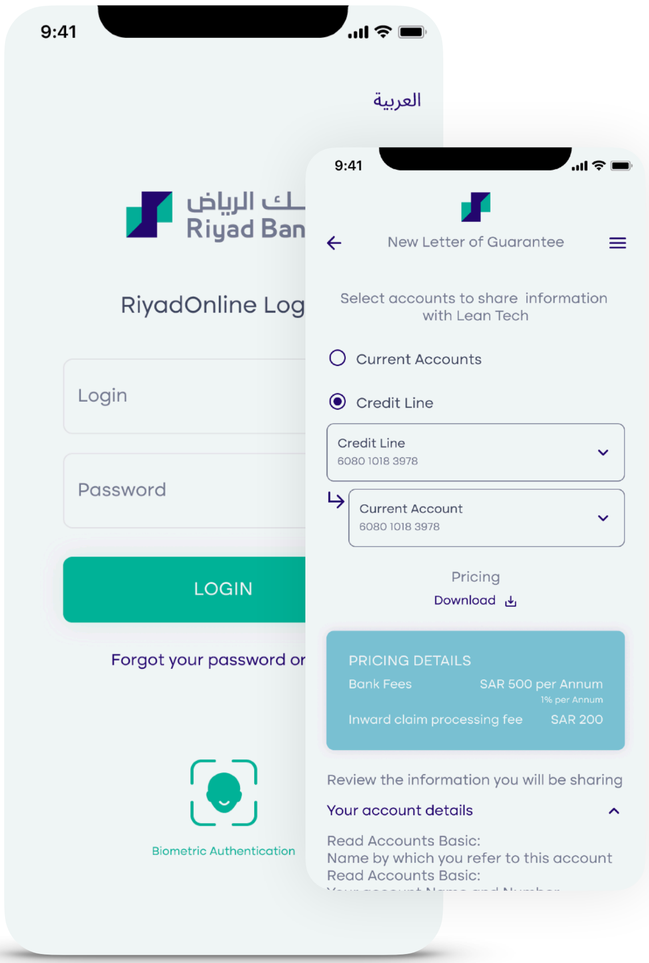

Income reinvestment ladder
Income reinvestment ladder
Goal: current income
Risk: low
Income: low
Calendar of dividend payouts
Jan
2222 Saudi Aramco
1211 Maaden
Feb
4193 Nice One
Mar
1080 ANB
Apr
8240 Chubb
May
Jun
8240 Gig
Jul
Aug
4230 Red Sea
Sep
8060 Walaa
Oct
2222 Saudi Aramco
8050 Salama
Nov
4002 Mouwasat
Dec
4018 Almosa
Stocks with dividend payout in May
4019 SMC Healthcare
2070 Spimaco
6020 Gaco
Place order
Home
Markets
Watchlist
More

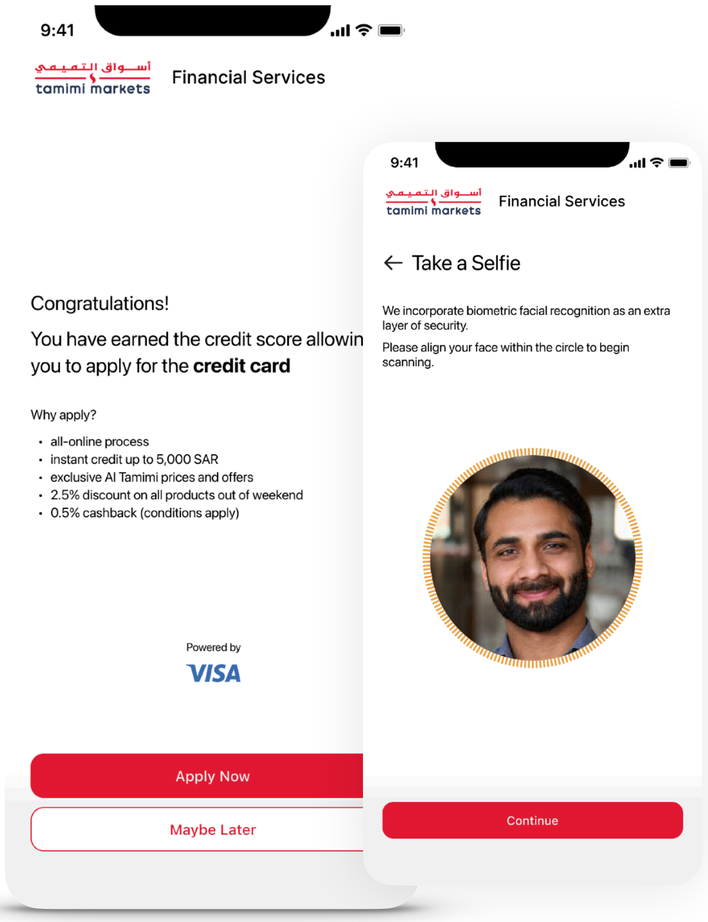
Banking as a service

One of my team’s tasks was to integrate new financial products and services (KYC, BNPL) into commonly used consumer services, including a grocery store, a football club, and a network of medical clinics.

Role: design consultant, designer


12:22
King Cup
VS
Al-Hilal
1 - 0
Match time: 42 min 36 se
FIRST HALF
Half-time Click & Collect
Pre-order using Al-Hilal Louality Card and recive 15% discount. Pick from kiosk when order is ready.
For every 25 SR spent get 1
Order now
Highlights
Home
My Events
Connect
Companion
Profile
12:22
Add card
HilalLoyal Card
Riyad Bank
4000 1234 5678 9010
Ghalib Hamid
Line up your card and hold in position to scan
Enter Details Manually


9:41
العربية
Riyad Ban
RiyadOnline Log
Login
Password
LOGIN
Forgot your password or
Biometric Authentication
9:41
New Letter of Guarantee
Select accounts to share information with Lean Tech
Current Accounts
Credit Line
Credit Line
6080 1018 3978
Current Account
6080 1018 3978
Pricing
Download
PRICING DETAILS
Bank Fees
SAR 500 per Annum
1% per Annum
Inward claim processing fee
SAR 200
Review the information you will be sharing
Your account details
Read Accounts Basic:
Name by which you refer to this account
Read Accounts Basic:


9:41
tamimi markets
Financial Services
Congratulations!
You have earned the credit score allowin
you to apply for the credit card
Why apply?
all-online process
instant credit up to 5,000 SAR
exclusive Al Tamimi prices and offers
2.5% discount on all products out of weekend
0.5% cashback (conditions apply)
Powered by
VISA
Apply Now
Maybe Later
9:41
tamimi markets
Financial Services
Take a Selfie
We incorporate biometric facial recognition as an extra layer of security.
Please align your face within the circle to begin scanning.
Continue

Mobile App:
Boxing Nights in Ryiad

With the growing number of sports events in the capital city of Saudi Arabia, it is increasingly important to provide sports fans with services that embrace not only the main event but also match their lifestyle and sum up the great day.

Role: experience consultant, designer

DIRIYAH ARENA

DIRIYAH ARENA, 19 MAY 2024, 21:00

BUY TICKETS

PLAN YOUR VISIT

PLAN YOUR VISIT

DEPARTING FROM

3386 Prince Abdulaziz Rd

TRAVELING BY

Car | Book Uber | Bo Ka

DEPARTING

14:00

EST. ARRIVAL

15:20

+ ADD PARKING SPOT

Zone 4 (150 m) SAR 50

+ ADD DINNER (16:00-18:00)

Surprise me! | MAIZ Saudi | Bahraini | TATE Spanish

We invite you to visit the Champions Sport Superstore, located just by the main gate.

Use the code below for 5% discount on all products

5% off Scan me at the Champions Sports Superstore

SAR 1.550 NEXT →

YOUR DIRIYAH ARENA PROFILE

Yusuf Al-Harbi

Lvl 1: A NEW FAN

DIRIYAH ARENA POINTS 25

Keep the streak alive! Earn 10 more points to unlock an exciting new reward!

SAVED PAYMENT METHODS

4000 •••• •••• 9010 YUSUF AL-HARBI | Pay | +

YOUR TASKS

- ✓ SETUP AN ACCOUNT +10
- ✓ ADD PAYMENT METHOD +5
- ✓ BUY YOUR FIRST TICKET +10
- + INVITE YOUR FRIENDS +5
- + CONNECT SOCIAL MEDIA +10

PAYMENT

YOUR PACKAGE:

BOXING NIGHT
Diriyah Arena
19 May 2024

Gold Zone Tickets
Seats F20, F21, F22

GOLD TICKETS (3)	1,500
RESERVED PARKING	50
TOTAL:	**SAR 1,550**

PAY NOW →

OR

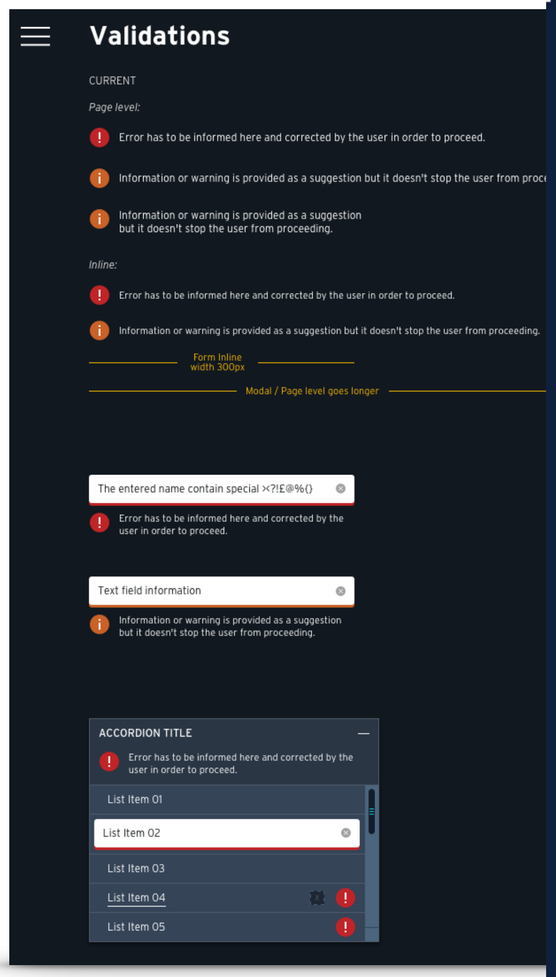
PAY LATER WITH Klarna. →

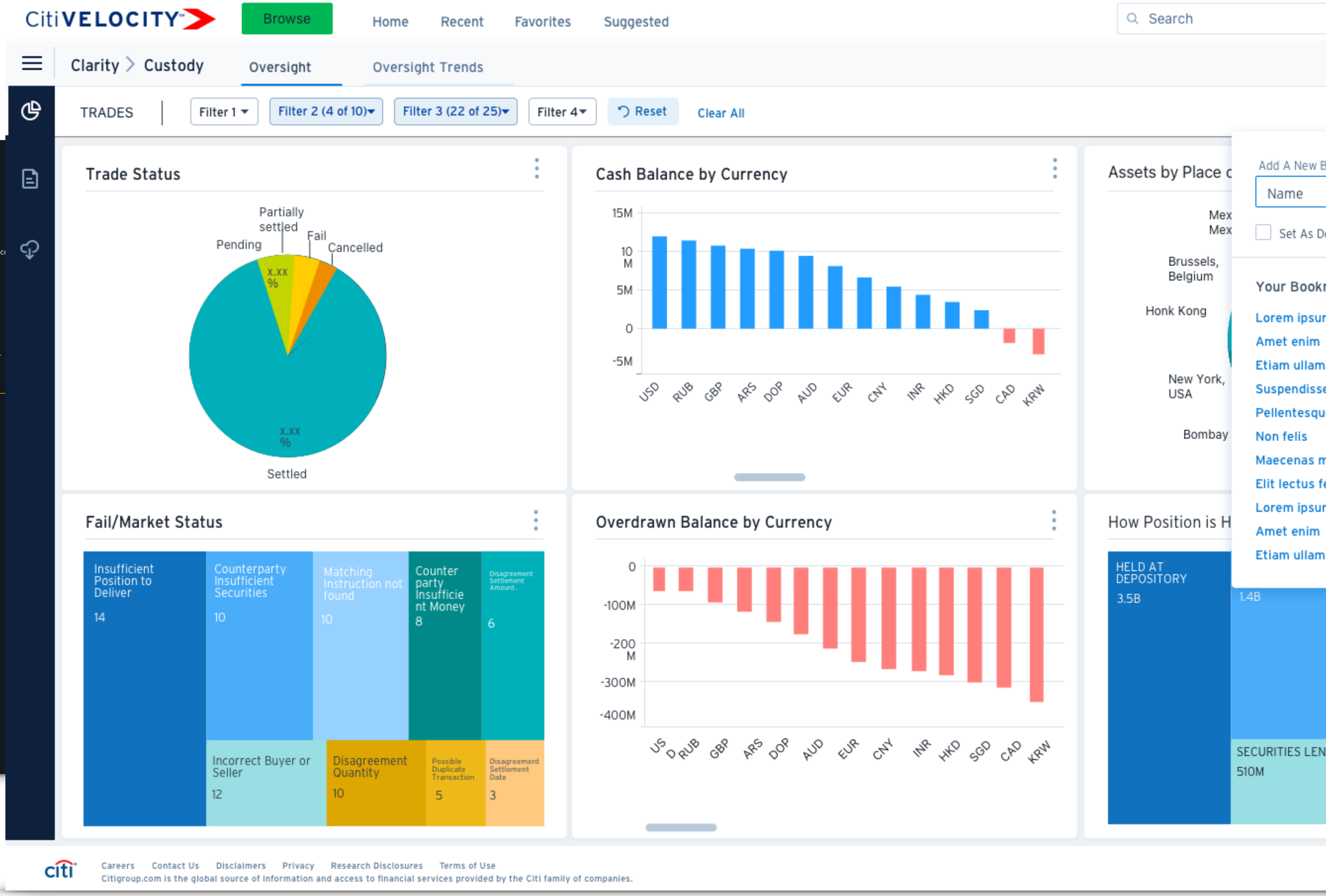
Citi Velocity

Citi Velocity is one of the most popular platforms for professional traders. Maintaining and developing a system of this size, built of thousands of elements, is a challenge of its own.

Besides proposing solutions to the demands of new functionalities, one of my responsibilities was to deconstruct the working application into elements, organise them in a hierarchical design system, and collaborate with the development teams to build improvements quickly, thanks to code reuse.

Role: designer, design system stakeholder


Validations
CURRENT
Page level:
Error has to be informed here and corrected by the user in order to proceed.
Information or warning is provided as a suggestion but it doesn't stop the user from proc
Information or warning is provided as a suggestion
but it doesn't stop the user from proceeding.
Inline:
Error has to be informed here and corrected by the user in order to proceed.
Information or warning is provided as a suggestion but it doesn't stop the user from proceeding.
Form Inline
width 300px
Modal / Page level goes longer
The entered name contain special >?!£@%()
Error has to be informed here and corrected by the
user in order to proceed.
Text field information
Information or warning is provided as a suggestion
but it doesn't stop the user from proceeding.
ACCORDION TITLE
Error has to be informed here and corrected by the
user in order to proceed.
List Item 01
List Item 02
List Item 03
List Item 04
List Item 05


CitiVELOCITY
Browse
Home
Recent
Favorites
Suggested
Search
Clarity > Custody
Oversight
Oversight Trends
TRADES
Filter 1
Filter 2 (4 of 10)
Filter 3 (22 of 25)
Filter 4
Reset
Clear All
Trade Status
Partially settled
Fail
Pending
Cancelled
x.xx %
x.xx %
Settled
Cash Balance by Currency
15M
10 M
5M
0
-5M
USD
RUB
GBP
ARS
DOP
AUD
EUR
CNY
INR
HKD
SGD
CAD
KRW
Assets by Place
Brussels, Belgium
Honk Kong
New York, USA
Bombay
Add A New B
Name
Set As D
Your Bookr
Lorem ipsur
Amet enim
Etiam ullam
Suspendisse
Pellentesqu
Non felis
Maecenas m
Elit lectus fe
Lorem ipsur
Amet enim
Etiam ullam
Fail/Market Status
Insufficient Position to Deliver
14
Counterparty Insufficient Securities
10
Matching Instruction not found
10
Counter party Insufficie nt Money
8
Disagreement Settlement Amount..
6
Incorrect Buyer or Seller
12
Disagreement Quantity
10
Possible Duplicate Transaction
5
Disagreement Settlement Date
3
Overdrawn Balance by Currency
0
-100M
-200 M
-300M
-400M
US D
RUB
GBP
ARS
DOP
AUD
EUR
CNY
INR
HKD
SGD
CAD
KRW
How Position is H
HELD AT DEPOSITORY
3.5B
1.4B
SECURITIES LEN
510M
citi
Careers
Contact Us
Disclaimers
Privacy
Research Disclosures
Terms of Use
Citigroup.com is the global source of information and access to financial services provided by the Citi family of companies.

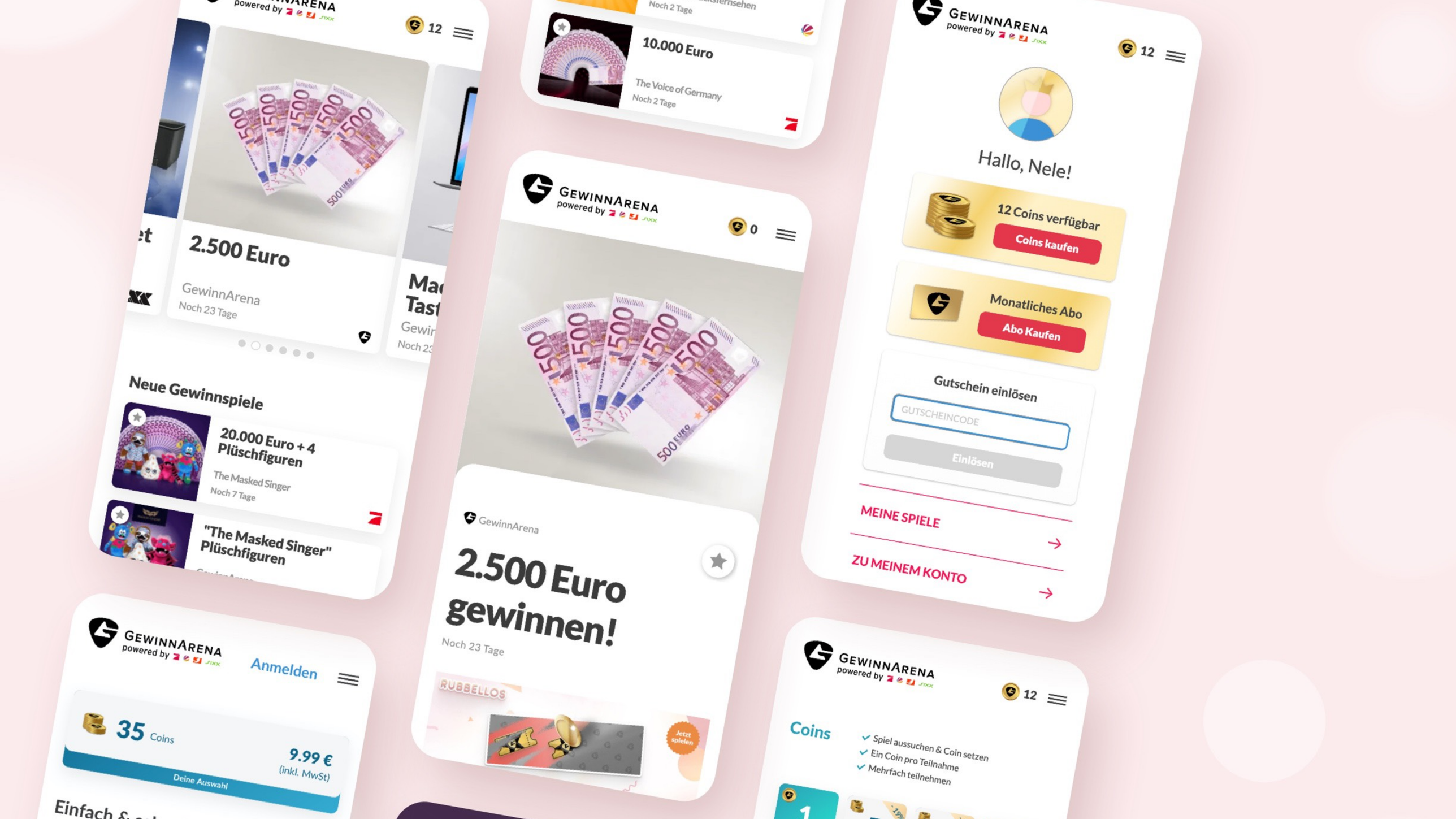
Selected work: winning customers’ engagement and iF Design Award

GewinnArena is the platform for TV-based raffles of the German broadcaster ProSiebenSat.1.

I was a leading designer in a team working on a complete redesign of the platform. The entire platform was redesigned from the scratch, looking to improve the overall user experience and increase the fun factor. As a final step, an extensive design system was systemized and documented.

The project was recognized by the Jury of iF Design Award 2021 and awarded in the "UI Design" category.

Role: UX/UI Designer, Art Director


GEWINNARENA
powered by
12
2.500 Euro
GewinnArena
Noch 23 Tage
Neue Gewinnspiele
20.000 Euro + 4 Plüschfiguren
The Masked Singer
Noch 7 Tage
"The Masked Singer" Plüschfiguren
10.000 Euro
The Voice of Germany
Noch 2 Tage
GEWINNARENA
powered by
0
GewinnArena
2.500 Euro gewinnen!
Noch 23 Tage
RUBBELLOS
Jetzt spielen
GEWINNARENA
powered by
12
Hallo, Nele!
12 Coins verfügbar
Coins kaufen
Monatliches Abo
Abo Kaufen
Gutschein einlösen
GUTSCHEINCODE
Einlösen
MEINE SPIELE
ZU MEINEM KONTO
GEWINNARENA
powered by
Anmelden
35 Coins
9.99 €
(inkl. MwSt)
Deine Auswahl
GEWINNARENA
powered by
12
Coins
Spiel aussuchen & Coin setzen
Ein Coin pro Teilnahme
Mehrfach teilnehmen

GEWINNARENA
powered by

Entdecken

Coins & Abo

Willkommen bei der GewinnArena!

Sichere dir dein Gratis-Gewinnspiel.

Jetzt kostenlos registrieren →

Tag Selected

Title

Tag Deselected

Title

Tag Button

Title

Colors

#3C3C3C
Text

#E4374C
Accent

#3B91D6
Interactions

#E20000
Error

#03A81B
Success

#3B5998
Facebook Blue

Buttons

Label

Label

Label

Input fields

Your Answer

Your Answer

Your Answer

Your Answer

Coin packages

Coins

- Spiel aussuchen & Coin setzen
- Ein Coin pro Teilnahme
- Mehrfach teilnehmen

1
0,49 €
Ein Spiel

5
1,99 €
Als Einstieg
-42%

15
4,99 €
Kleiner Vorrat
-42%

35
9,99 €
Bester Deal
-42%

1 Coin kaufen

Gewinnchance erhöhen!

Profitiere jetzt von unseren Coin-Angeboten.

- Paket aussuchen und sparen
- Flexibel jederzeit teilnehmen
- Ein Coin pro Teilnahme

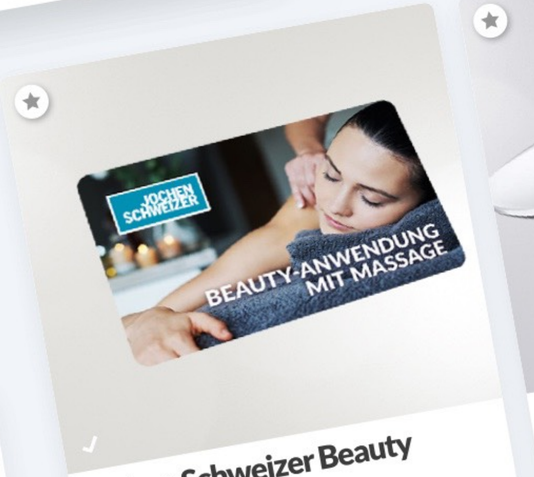
Coins kaufen

3.000 Euro

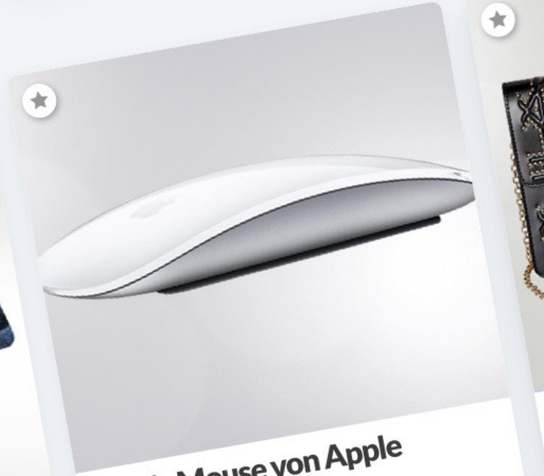
The Taste
Beginnt in 2 days

Wasserkocher von SMEG

The Voice of Germany
Noch 2 Stunden

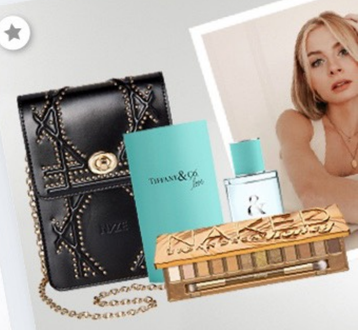


Jochen Schweizer Beauty Gutschein



Magic Mouse von Apple

Dancing On Ice
Startet in 2 Tagen



Urban Decay Liedschaft Parfum

Dancing On Ice
Startet in 2 Tagen

Dein TAN Code wurde

Tangle Teezer Compact Styler

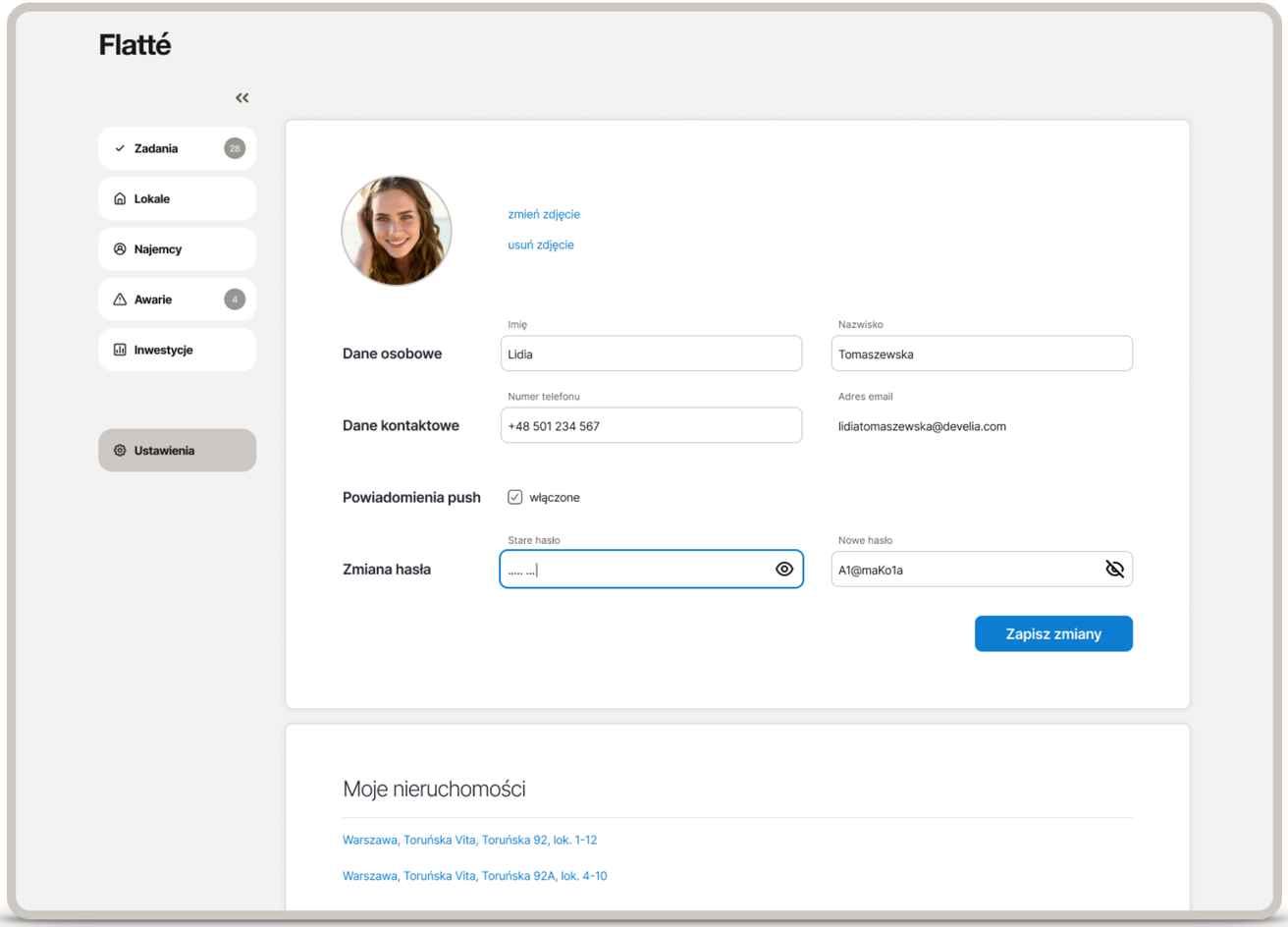
The Taste

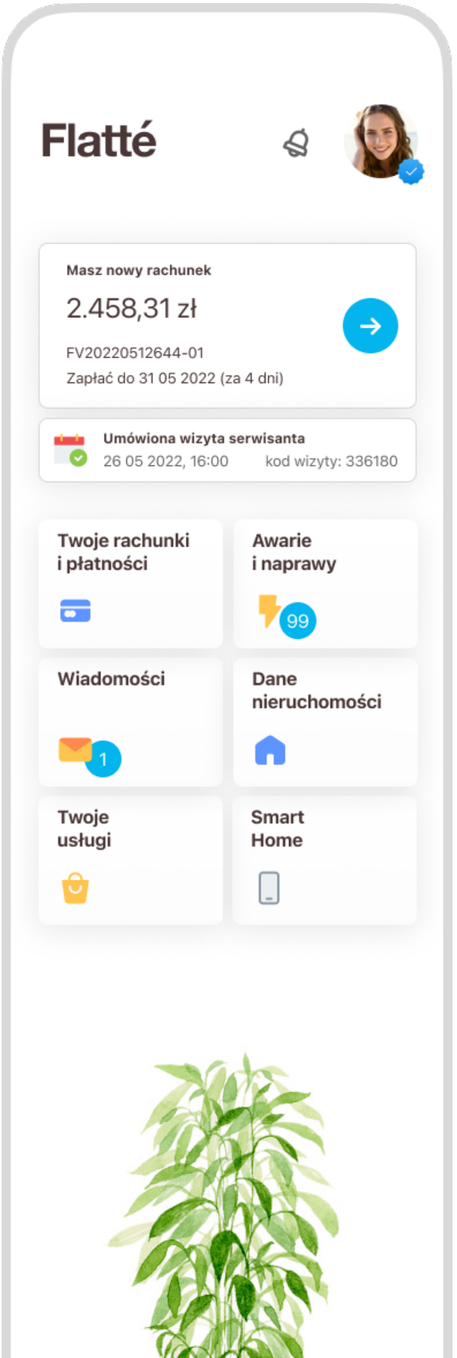
Mehr →

Real Estate Management Tool: functional concept and business model

The idea for this tool came from the market demand for a coherent system for managing real estate properties. I was a member of the team working on the business model, and my responsibilities included setting product hypotheses, validating them in user shadowing sessions, and designing multi-touchpoint apps sharing a design system.

Role: design consultant, design lead


Flatté
Zadania 28
Lokale
Najemcy
Awarie 4
Inwestycje
Ustawienia
zmień zdjęcie
usuń zdjęcie
Dane osobowe
Imię
Lidia
Nazwisko
Tomaszewska
Dane kontaktowe
Numer telefonu
+48 501 234 567
Adres email
lidiatomaszewska@develia.com
Powiadomienia push
włączone
Zmiana hasła
Stare hasło
Nowe hasło
A1@maKo1a
Zapisz zmiany
Moje nieruchomości
Warszawa, Toruńska Vita, Toruńska 92, lok. 1-12
Warszawa, Toruńska Vita, Toruńska 92A, lok. 4-10


Flatté
Masz nowy rachunek
2.458,31 zł
FV20220512644-01
Zapłać do 31 05 2022 (za 4 dni)
Umówiona wizyta serwisanta
26 05 2022, 16:00
kod wizyty: 336180
Twoje rachunki i płatności
Awarie i naprawy
99
Wiadomości
1
Dane nieruchomości
Twoje usługi
Smart Home

Moje konto

Małgorzata Kozłowska

★★★★★ 4.9

MAIS

Twoje mieszkanie

Add to Apple Wallet

Adres	ul. Barycka 44 lok 112 30-694 Kraków
Okres najmu	01/ 01/ 2022 — 31/ 12/ 2022 pozostało 154 dni
Wysokość czynszu	2.346,00 zł
Wpłacona kaucja	3.000,00 zł
Metoda płatności	VISA ···· ···· 8436 Zmień
Skan umowy	Pobierz

Dane w umowie najmu

Numer telefonu	+48 78 953 69 60
Adres email	mkozlowska@gmail.com
Data urodzenia	20/ 08/ 1986
Dowód osobisty	ABC 123456
PESEL	86082021220

Twoje zakończone umowy najmu

01/ 01/ 2021 — 31/ 12/ 2021	Pobierz
01/ 01/ 2021 — 31/ 12/ 2021	Pobierz

Ustawienia aplikacji

Dane do logowania	+48502345678 Zmień

Szczegóły zgłoszenia

Spider in the kitchen. Big. Red eyes

26 04 2022

There is a big spider in my kitchen. Has red eyes and makes hissing sounds. Not responding to DDT nor verbal arguments. Can anything be done about it?

Stan zgłoszenia

przyjęte do realizacji

Rodzaj usterki

dostęp do internetu

Lokalizacja usterki

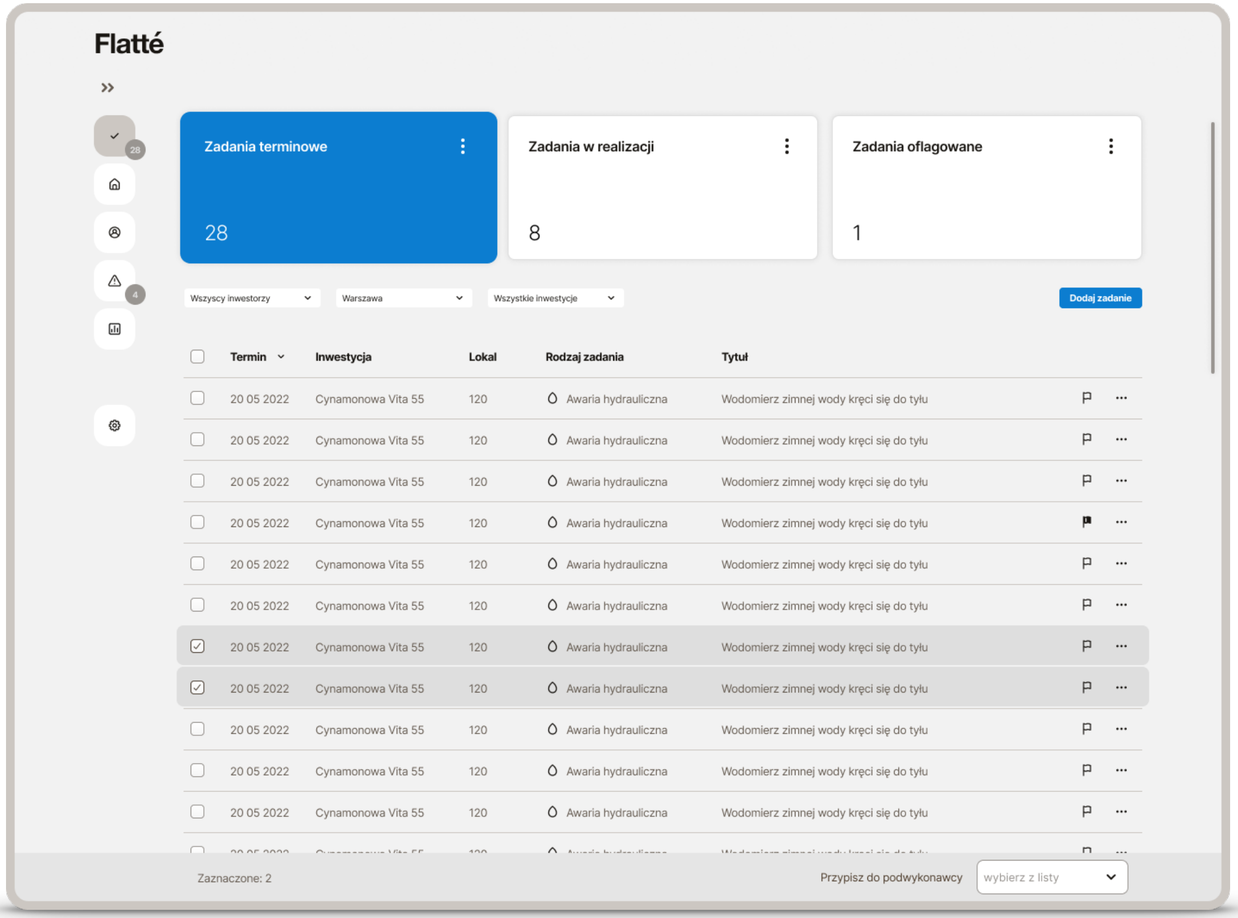
moje mieszkanie (lok. 44)

Zdjęcia lub inne załączniki

IMG_420.jpg

Umowa... 07-2022.pdf

Dodaj załącznik



UX beyond UI

One of my most challenging projects was developing the concept and mechanics for a headless tool (user experience without an interface) to drive and support the sales of education materials, such as courses, handbooks, and tests.

The proposed tool was designed to automate repetitive tasks at the start while collecting data for further analysis. In the second stage, pattern recognition and machine learning solutions are used to find new possibilities for product bundles, and audiences to target and adjust pricing nearly in real-time.

CAMBRIDGE | Deal Builder

Dashboard > Reporting > All Deals

Deal name	Timeline	Customers Reached	Sales Goal Reached
ASCN Bundle for Public Colleges	Active: Jun 1, 2023 – Sep 14, 2023	60% 6,000 / 10,000	75% $60,000 / $80,000
Veterinary Medicine, Pre-Clinical Year 1	Active: Jun 1, 2023 – Sep 14, 2023	50% 5,000 / 10,000	50% $40,000 / $80,000
Veterinary Medicine, Pre-Clinical Year 2	Active: Jun 1, 2023 – Sep 14, 2023	60% 6,000 / 10,000	75% $60,000 / $80,000
Veterinary Medicine, Pre-Clinical Year 3	Active: Jun 1, 2023 – Sep 14, 2023	50% 5,000 / 10,000	50% $40,000 / $80,000
Computer Science Part IA	Continuous	60% 6,000 / 10,000	75% $60,000 / $80,000
Computer Science Part IB	Active: Jun 1, 2023 – Sep 14, 2023	50% 5,000 / 10,000	50% $40,000 / $80,000
Computer Science Part II	Active: Jun 1, 2023 – Sep 14, 2023	60% 6,000 / 10,000	75% $60,000 / $80,000
Computer Science Part II Bundle	Active: Jun 1, 2023 – Sep 14, 2023	50% 5,000 / 10,000	50% $40,000 / $80,000
Computer Science Part III	Paused	60% 6,000 / 10,000	75% $60,000 / $80,000
Computer Science Part III Bundle	Active: Jun 1, 2023 – Sep 14, 2023	50% 5,000 / 10,000	50% $40,000 / $80,000
Computer Science Exams and Certification	Pending Approval	0% 0 / 10,000	0% $0 / $80,000
MML: French	Completed	90% 9,000 / 10,000	104% $83,200 / $80,000
MML: German	Scheduled: Nov 1, 2023 – Nov 30, 2023	0% 0 / 10,000	0% $0 / $80,000
MML: Italian	Active: Jun 1, 2023 – Sep 14, 2023	50% 5,000 / 10,000	50% $40,000 / $80,000

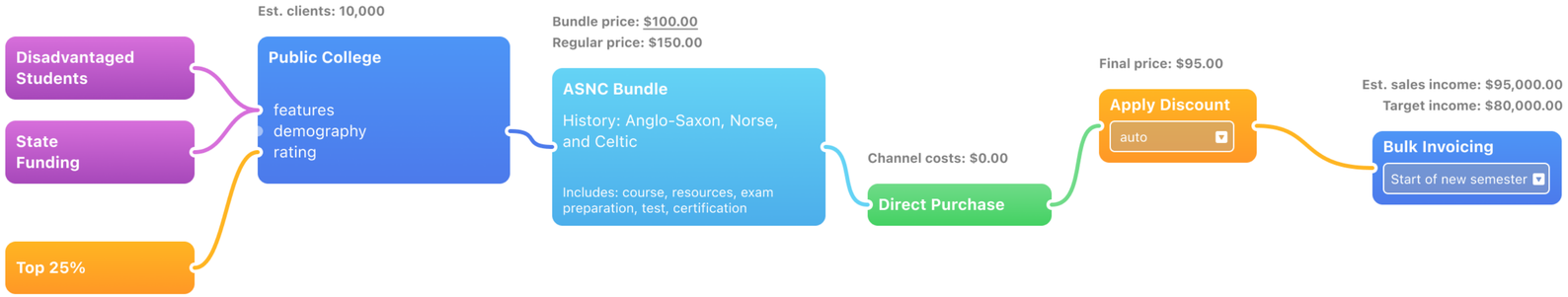
But how do we get there?

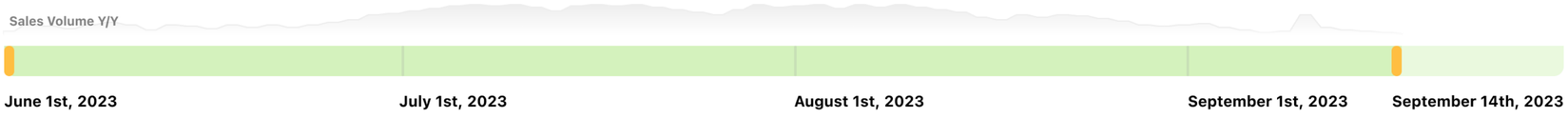
Products are easily defined, added, and edited by connecting features and products in a visual editor.

CAMBRIDGE | Deal Builder

Dashboard > Deals > ASCN Bundle for Public Colleges

Add new block





Status: Draft **Approver:** John Smithsonian

Clever!

But where do these boxes come from?

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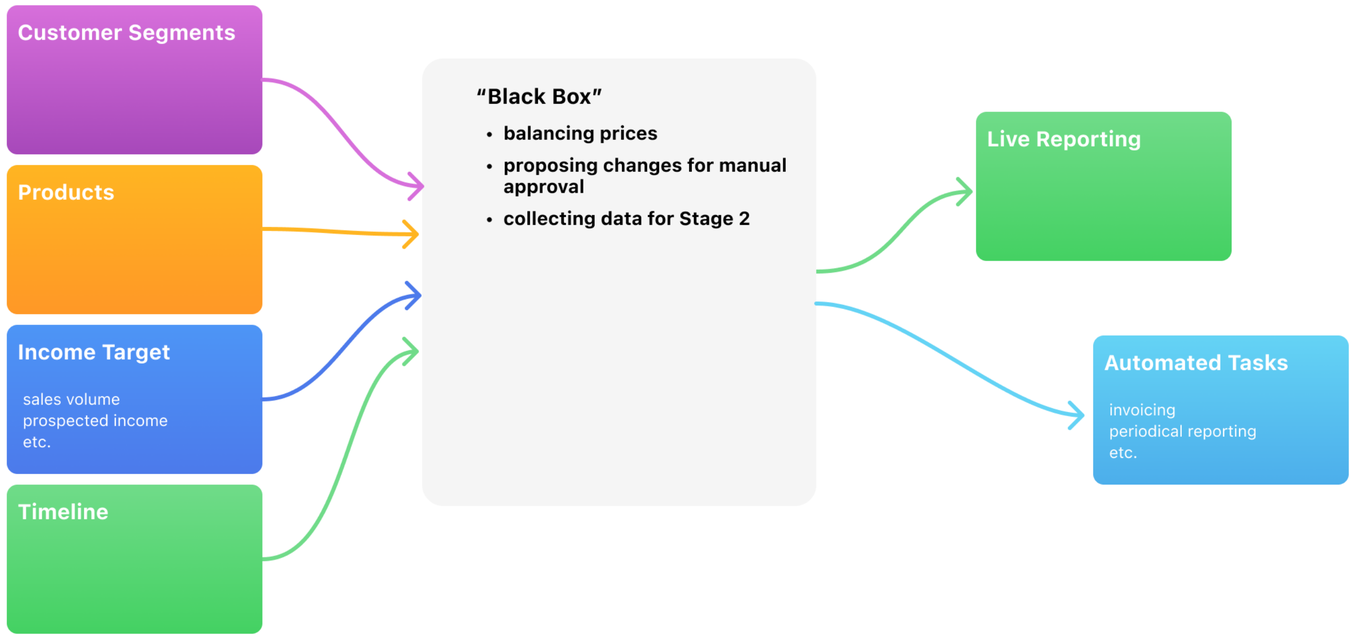
Dashboard > Building Blocks

Building blocks used to define or narrow down the offer may be defined by operator, as well as identified by pattern recognition and machine learning algorithms

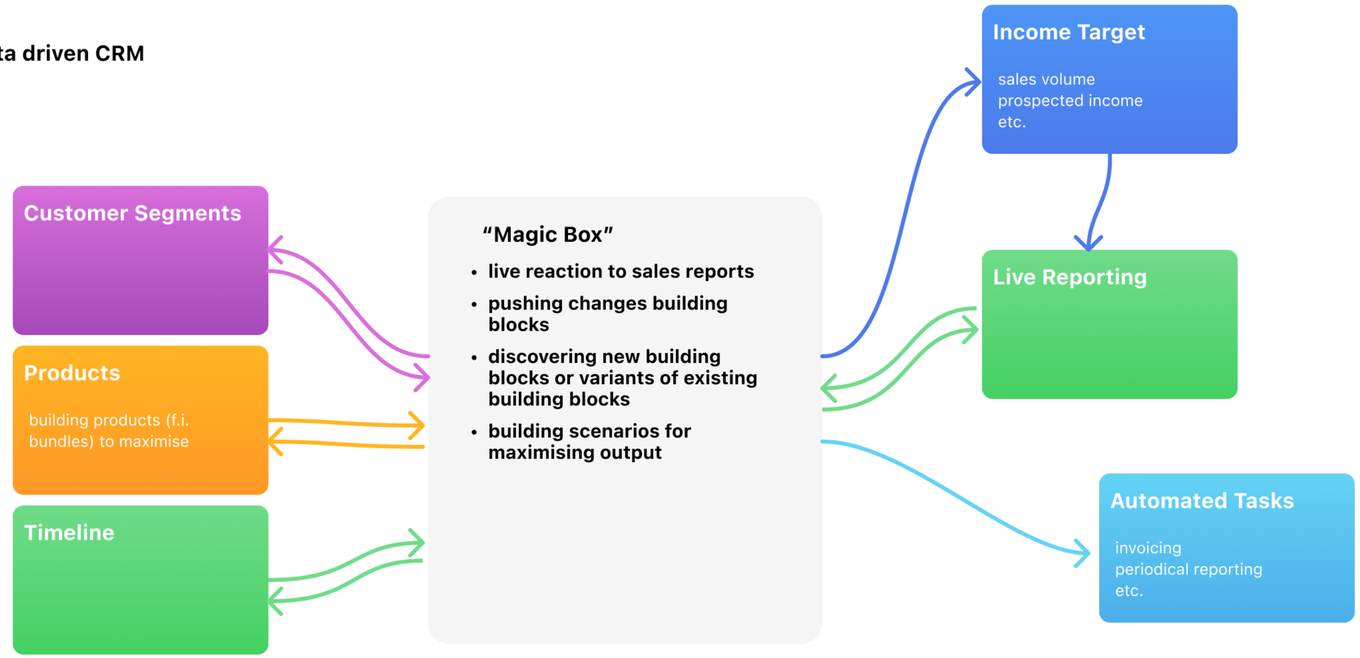
Stage 1: automation



All together, the first stage of product provides:

- automated rules for balancing prices and launching personalised offers
- automated reporting and repetitive tasks
- gathering data for the next stage

Stage 2: data driven CRM



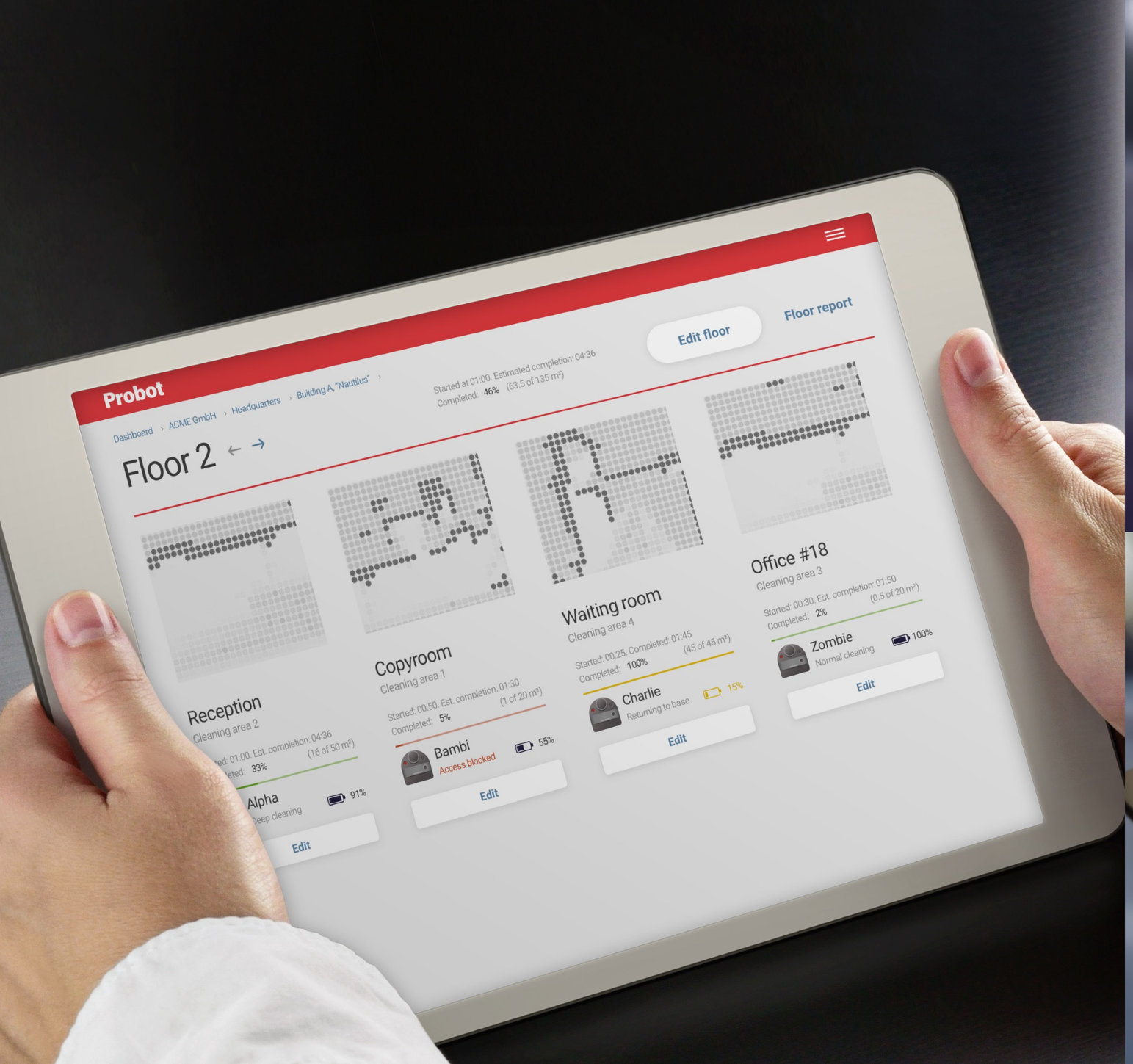
The mature version of the product utilises data science to discover emerging patterns in customer segments, demanded products, and the best time to connect first with the latter.

Robots on the go

I was responsible for developing the idea and designing a tool interface for managing autonomous cleaning robots.

The robots were meant to work in offices and industry areas, and a single operator could be responsible for dozens or even hundreds of machines. Thus, the product team focused on optimising cleaning areas and tracks, the usage of cleaning agents, and replacement parts.

The trick was to engage the operator's attention only when something went wrong, as they had to oversee a number of robots during, well, night shifts.


Probot
Dashboard › ACME GmbH › Headquarters › Building A, "Nautilus" ›
Started at 01:00. Estimated completion: 04:36
Completed: 46% (63.5 of 135 m²)
Edit floor
Floor report
Floor 2
Reception
Cleaning area 2
Started: 01:00. Est. completion: 04:36
Completed: 33% (16 of 50 m²)
Alpha
Deep cleaning
91%
Edit
Copyroom
Cleaning area 1
Started: 00:50. Est. completion: 01:30
Completed: 5% (1 of 20 m²)
Bambi
Access blocked
55%
Edit
Waiting room
Cleaning area 4
Started: 00:25. Completed: 01:45
Completed: 100% (45 of 45 m²)
Charlie
Returning to base
15%
Edit
Office #18
Cleaning area 3
Started: 00:30. Est. completion: 01:50
Completed: 2% (0.5 of 20 m²)
Zombie
Normal cleaning
100%
Edit

Buildings
Building A, "Nautilus"
Details
Building B, "Aquarius"
Building C, "Poseidon"
Details
Building B, "Ægir"

Alpha
Docked and charging
Building "A", Floor 1, Zone 3 (Open Space)
Maintenance

… I also worked with

ERGO
Digital IT

ING

Sabre

WarnerMedia

polsat
sport

Holiday
Check

VORWERK

olx

Roche

ProSiebenSat.1
Media AG

The
KARMAPA

PayPal

Heathrow
Express

NapoleonCat.

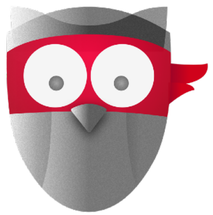
Google

A+E
NETWORKS

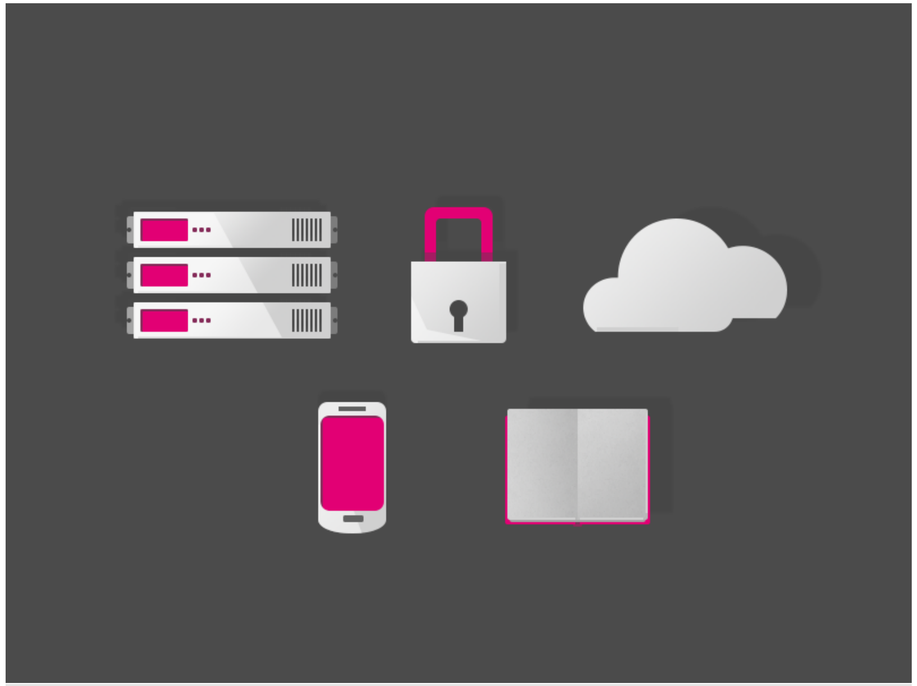
ebay

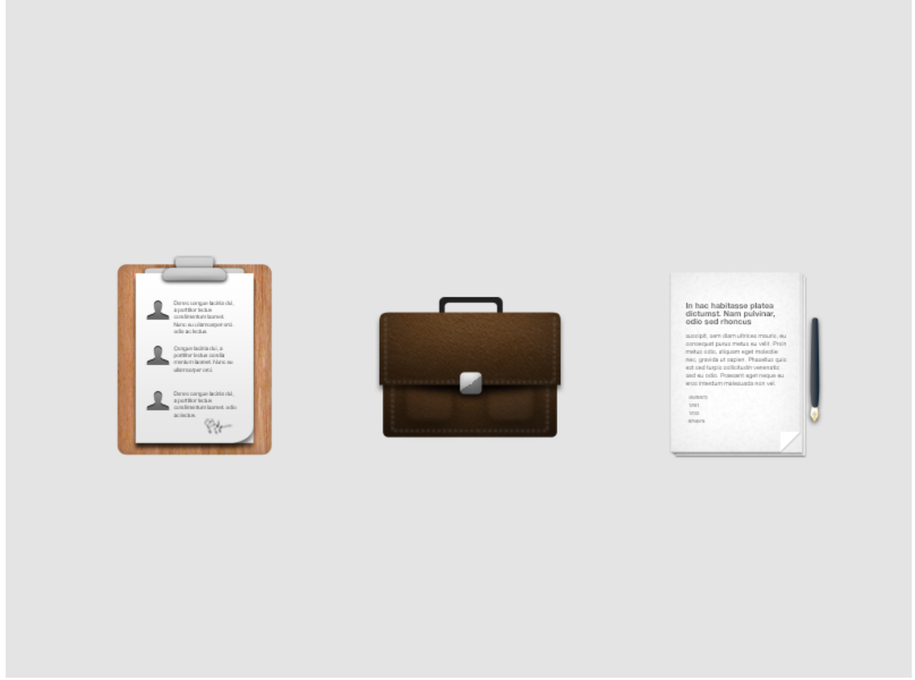
VASTINT

Brand and Logo Designs

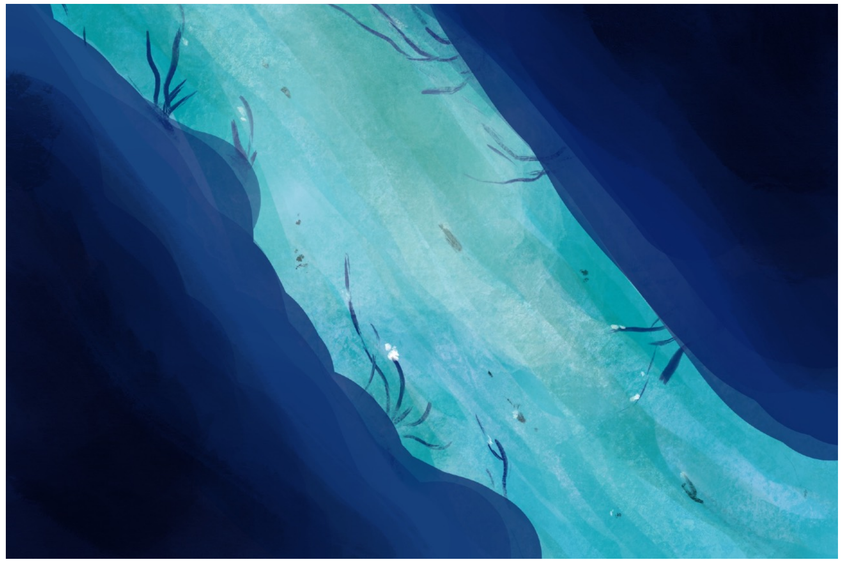


Iconography





Digital Painting



Thank you!