Artur Torchała

Senior UX Designer

torartr@gmail.com
+48 510-132-185
Poznań
www.art-folio.pl

ABOUT

I've been developing UI / UX skills for over 10 years, for over 5 years I'm focused on government, semi-government and private sector clients in the Middle East. I'm using tools such as Sketch, Figma and programs from the Adobe package.

SKILLS

Mobile App Design
Web App Design
Motion Design
Wireframing
Prototyping
Usbilty Testing

TOOLS

Figma
Sketch
Adobe XD
InVision
Zeplin
Afert Effect
Premiere Pro
Photoschop
Illustrator
Indesign

Google Analytics
Google Adwords

EDUCATION

University of Economics (Poznań)
Graduation Date: 06.2016
Major: Business Communication
Degree: Master's in Management

WSNHiD, now Collegium Da Vinci (Poznań)
Graduation Date: 06.2014
Major: Cross-dimensional Graphics
Degree: Undergraduate Degree with Cross-dimensional Graphics

EXPERIENCE

Crafton - *Senior UX Designer*
09.2019 – Present
Preparation and conducting of conceptual and technological workshops with clients. Conducting usability tests. Responsible for the analysis of collected data, preparation and conceptual process aimed at the best possible implementation of the solution. Designing mockups / wireframes / prototypes (lo-fi / hi-fi). Usability tests and user interviews. Cooperation with a team of developers, mainly front-end & back-end.

eFresh Sp. z o.o. - *UI / UX Manager*
03.2019 – 09.2019
Coordinating the work of the UI / UX team. Responsible for the whole process of creating mobile applications, websites, webstores. Conducting workshops to create the final vision of a digital product. Designing of mockups / wireframes / prototypes (lo-fi / hi-fi). Cooperation with a team of developers (iOS / Android / React Native / Wordpress / Magento / Symfony). Comprehensive cooperation with clients. Preparation of functional documentation and project estimation.

Mood Up Team Software House Sp. z o.o. - *Product Designer / PM*
06.2018 – 01.2019
Responsible for the whole process of creating mobile applications and websites. Designing of mockups / wireframes / prototypes (lo-fi / hi-fi). Creating ideas, values and flow of digital products. Cooperation with a team of developers (iOS / Android / React Native). Comprehensive cooperation with clients. Preparing documentation and design estimations. Working in the SCRUM methodology.

Advertising Agency NovaGroup Sp. z o.o. - *Graphic Designer*
10.2016 – 6.2018
Designing websites and web materials. Designing KEY VISUALS. Creating and developing POS materials. Creating consistent visual identities. Designing advertising supplies. Building 3D scens.

Nesperta sp. z o.o. - Nailpolish Semilac - *Graphic Designer*
06.2015 – 10.2016
Defining strategic marketing objectives. Targeting customers and market analysis. Google Adwords campaigns. Traffic and performance analysis in Google Analytics. Designing company identification. Designing of advertising supplies: catalogs, brochures, social media, web. Creating animated info-graphics and tutorial videos.

Advertising Agency ABSOLUTO - *Graphic Designer*
11.2014 – 06.2015
Designing visual identifications for various companies. Designing advertising supplies. Cooperating with external business partners. Supporting advertising campaigns.

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Indesign

Google Analytics
Google Adwords

CERTIFICATES

Google Adwords Certificate - *Adwords Search*
Create an Adwords campaign on the search network. Matching the campaign type to your advertising needs and optimizing it. Customers targeting.

Google Analytics Certificate
Website traffic analysis. Efficiency analysis, reporting and recommendations. Evaluate the effectiveness of pages and subpages.

Google Mobile Sites Certificate
Creatin effective website for mobile devices. Website optimalisation (graphics and code simplifications). cGDP according to Google.

Google Internet Marketing Certificate: *Revolutions*
Brand promoting on local and international markets. Creating cmpaigns based on Adwords Serch Network, Social Media and YT. Customers targeting. Hit rate raporting and analysis.

Advanced 3DStudioMax Certificate
Advanced 3D modeling and texture mapping. Materials and illumination for Vray engine. Creating static scenes: architectural renderings, 3D visuals. Implementing and using plug-ins and scripts. Particle system management and Morphing.

Basic 3DStudioMax Certificate
Modelling, texture mapping. Creating static scenes: architectural renderings, 3D visuals. Illumination for Mentalray, Scanlin engine, visual concepts.

Award in the „*Krokodyl Graficzny*" contest

ZSE Graphics Designer Certificate
Working knowledge of: Adobe Photoshop, Illustrator, InDesign, Flash, Corel. Creating multimedia concepts.

Microsoft IT ACADEMY MS-6420 – *Fundamentals of Windows Server 2008* System maintenance and bug fixing. Setting up network devices. Customising network settings.

Microsoft IT ACADEMY MS-2272 – *Implementing and Supporting Microsoft Windows XP Professional*
Undertaking as required duties. System maintenance and bug fixing.

INTERSTS

• Mobile & Web Design
• UX in our life
• Integrated marketing and managment
• Squash, fishing