

ZOFIA ZIMARE

SUMMARY

Lead UX Strategist with 7+ years of experience designing and delivering enterprise-scale digital platforms. Skilled at aligning user experience strategy with business goals, and transforming pain points into measurable outcomes through data-driven design. Proven track record in leading UX research, and guiding product decisions that accelerate adoption, reduce inefficiencies, and elevate user satisfaction.

WORK EXPERIENCE

Lead UX Strategist

Ascension | Aug 2024 - Present

- Led UX/UI strategy and design validation for an enterprise-wide intranet consolidation (**baseline: 3 legacy platforms → target: 1 unified Sitecore system**), achieving a mission-critical outcome of improved digital access for 150K+ associates and **reducing redundant system usage by 30%**.
- Ensured a cohesive associate experience across Oracle HCM, UKG, and the new intranet by aligning design systems, navigation patterns, and user flows, driving adoption rates toward the **target KPI of 80% associate satisfaction** within the first year.
- Drove the Innovation workstream by executing quantifiable design validation methods (A/B tests, tree tests, usability testing) that increased **task-completion speed by 25% vs baseline**, directly supporting business goals around efficiency and productivity.
- Partnered with HR, IT, Comms, and Change Management leaders to align communications and recruit associates for validation, enabling a **50% faster recruitment cycle** for usability testing and ensuring mission-critical feedback loops.
- Translated analytics and associate feedback into measurable improvements (baseline pain points in onboarding/payroll → target: **<10% error rate**), reducing onboarding friction by **20%** and shortening payroll issue resolution times by **15%**, directly aligning with HR workflow optimization goals.

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PORTFOLIO

zofiakaczmarek99.myportfolio.com/

EDUCATION

Bachelor of Science in Architecture

Brandenburg University of Technology
Cottbus-Senftenberg

SKILLS

- **UX strategy leadership**
 - Leading UX strategy development to align with business goals and user needs.
- **Innovative product development**
 - Driving innovation in product development with user-centered design principles.
- **Comprehensive user research**
 - Conducting advanced qualitative and quantitative research methods to inform design.
- **Data-driven UX design**
 - Utilizing data analytics and insights to shape and validate design decisions.
- **Agile and lean UX methodologies**
 - Implementing and optimizing agile and lean methodologies in UX processes.
- **UX writing & content strategy**
 - Crafting clear, concise, and user-friendly content to enhance user experience.
- **Design systems management**
 - Developing and maintaining comprehensive design systems for consistency and scalability.

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Senior UX Designer / Product Manager

Lionbridge Technologies | Feb 2023 - Aug 2024

- Developed and launched a comprehensive translation management system, integrating **AI and machine learning** to automate workflow processes, resulting in a **30% increase in productivity** and a **20% reduction in operational costs**. Monitored key performance indicators (KPIs) such as turnaround time, error rate, and user satisfaction, achieving an **85% positive feedback rate** from users within the first six months.
- Led cross-functional teams to redesign the QA platform for translators, implementing user journey mapping and data-driven decision-making to enhance usability and efficiency. This initiative **improved task completion times by 40%** and **increased user engagement by 50%**, as measured by key metrics including task completion rate, user retention, and net promoter score (NPS).
- Developed and executed compelling, user-centric interfaces for complex products by integrating advanced AI, machine learning, and GPT technologies. This innovation enhanced product intuitiveness and user engagement, achieving a **35% increase in active user retention** and a **20% improvement in user satisfaction** metrics.

UX/UI Designer

A&K Ventures | Jan 2021 - Jan 2023

- Redesigned the customer-facing landing page, resulting in a **25% reduction in bounce rate** and a **15% increase in session duration**.
- Utilized assistive technologies such as screen readers, voice recognition software, and keyboard navigation to test and validate the accessibility of digital products.
- Advocated for **inclusive design** during the product development lifecycle, ensuring accessibility considerations are prioritized from the initial concept to the final release.
- Fostered a culture of continuous improvement by introducing and advocating for effective UX methodologies, contributing to enhanced design processes and outcomes.

VOLUNTEER

- Mentor and event coordinator for UXPA Boston Annual Conference

CERTIFICATIONS

- Using AI in the UX Design Process
- Style Guides and Design Systems
- Building Trust Through UX Design
- Using Style Guides to Bridge Design and Development
- Agile User Experience Design and Research
- UX Research: Journey Mapping
- Creating Customer Personas

TOOLS

- Figma
- FigJam
- Adobe CC
- InVision
- Pendo
- Google Analytics

LANGUAGES

- Polish: native
- English: fluent
- German: fluent
- French: basic

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- Designed the user experience and interface for a web-based booking form, resulting in a **30% increase in user completion rates** and significantly improved customer satisfaction scores.
- Conducted thorough market research and competitor analysis that informed product development, resulting in the creation of a user-centered product addressing customer pain points.
- Worked closely with development teams to ensure the design solutions were feasible, scalable, and delivered on time, facilitating smooth product launches.

UX/UI Designer and Researcher

qrsolve | Apr 2022 - October 2022 (6 month contract)

- Directed UX research efforts, including usability testing and user interviews, to identify user needs and inform design enhancements, contributing to a measurable increase in customer satisfaction and revenue.
- Conducted in-depth analysis of user data to develop strategic design recommendations, effectively communicating findings to stakeholders and senior leadership.
- Developed comprehensive user personas and journey maps, ensuring design projects were aligned with user expectations and business objectives.

UX/UI Designer

Consultant | Jun 2018 - Dec 2021

- Utilized design thinking techniques and user-centered design principles to create innovative and effective design solutions.
- Communicated with clients and stakeholders to understand their needs and requirements, and translated them into functional and visually appealing designs.