

JOANNA STAROSTECKA



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Education

2025 User Experience & Product Design/Postgraduate studies

AGH University of Science and Technology in Krakow

2007 - 2012 Visual Arts

Academy of Fine Arts in Łódź

2003 - 2007 Graphic Design

Art High School in Częstochowa

Experience

2019 - obecnie Design Lead/Publicis Groupe

- **Leading a 7-person in-house team** and coordinating with **outsourced** partners in a **multinational environment** to deliver digital products (**iCVA, mailings, landing pages**) for **medical client**.
- Supporting **external agencies** by sharing standards to ensure alignment and **streamline collaboration**.
- Designing in **Figma** using **Design System** components to maintain consistency and usability.
- Creating content for platforms like **Veeva, Drupal**, and **Shamango**, meeting technical and accessibility standards.
- Driving process improvements and introducing tools (e.g. **Anthill Activator**) to increase **speed and efficiency**.
- Collaborating with **Developers** and **Client Service** to shape workflows and deliver scalable design solutions.
- Reviewing materials for compliance with **UX/UI** and **Design System** standards.
- Clients include: **Novartis, GSK, Alcon, P&G, Unilever, Coca-Cola, Adidas, Stellantis**.

2016 – 2019

E-Commerce Graphic Designer/Isobar Poland

- Designing **Shop-in-Shops for Amazon** and **landing pages**.
- Collaborating with the strategy team to create a consistent **shopping experience**.
- Creating interactive layouts focused on navigation and **usability**.
- Designing subpages with attention to **intuitive navigation** and consistency within the overall site structure.
- I collaborated with clients: **L'Oréal, P&G, Vectra, Nestlé, Volkswagen**

2015 – 2016

Graphic Designer/Holy-Art

- Creating graphic concepts and branding consistent with **brand communication**
- Participating in tenders, providing **visual support to win clients**
- Designing materials with attention to ergonomics and user experience
- Close collaboration with Client Service and production teams to ensure alignment with **business goals**
- I collaborated with clients: **McDonald's, Reserved, Rossmann**

2014 – 2015

Graphic Designer/TUI Poland Sp.z.o.o

- Responsible for **brand visual consistency** and comprehensive graphic design
- Implementing **website changes** that enhance user experience and support sales
- Creating content for social media and catalogs, tailored to the target audience

2013 – 2014

Junior Graphic Designer/Boost Internet (Monachium)

- **Creating websites and designing logos**
- Organizing product **photoshoots**
- Producing promotional videos combining visual and **marketing aspects of the brand**

2011 – 2012

Junior Graphic Designer/Studio Season

- Designing **magazine layouts** with a circulation of 50,000 copies, considering the needs and expectations of **Rossmann customers**
- **Creating websites** and content, ensuring readability, intuitive navigation, and visual appeal for users
- I collaborated with clients: **Rossmann**