

Wojciech Wojtkowiak

User-Centered Design | Product Discovery | Service Design

UX Design graduate and experienced business professional with 11 years of experience in research, process design, stakeholder collaboration and digital transformation. I have led discovery initiatives, mapped complex workflows and co-designed learning and employee experiences across global organizations. I am intentionally transitioning into Product & UX Design, combining user-centered methods, systems thinking and business understanding to simplify complex problems and design meaningful digital experiences. Recently, I have also been exploring generative AI-assisted workflows for requirements analysis and decision support.

Selected Product & Service Design Projects

Learning Management System Transformation

Challenge

Fragmented learning processes managed across multiple tools.

Roles

Product Discovery | Business Analysis | Configuration Strategy

Approach

Conducted discovery and mapped learning processes.

Defined requirements and supported LMS selection.

Co-led configuration planning with key stakeholders.

Outcome

Contributed to the design and configuration of a centralized learning ecosystem intended to improve employee experience and streamline learning workflows.

Global HR Innovation & Collaboration Program (Innova)

Challenge

Disconnected HR teams working across regions and time zones struggled with collaboration, knowledge sharing and process visibility.

Roles

Program Designer | Research Lead | Facilitator

Approach

Conducted organizational research to identify collaboration barriers, designed a multi-stage innovation framework and facilitated workshops that enabled employees to co-create process improvements.

Outcome

The program resulted in multiple organization-funded improvement initiatives, strengthened cross-functional collaboration and was expanded into a second edition due to its measurable success.

The Overlook — Hotel Booking UX Redesign

Professional Diploma in UX Design project

Challenge

Designed a user-centred digital solution as part of the Professional Diploma in UX Design, following an industry-standard UX process from research to prototype validation.

Roles

UX Designer

Approach

Performed user interviews, synthesized research findings, created personas



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Skills

UX

- * User Research
- * Usability Testing
- * Journey Mapping
- * Information Architecture
- * Wireframing
- * Prototyping

Product & Discovery + AI:

- * Product Discovery
- * Service Design
- * Requirements Gathering
- * Generative AI
- * Prompt Design
- * AI-assisted Workflows
- * Process Mapping

and user journeys, developed wireframes and interactive prototypes, and validated design decisions through usability testing.

Outcome

Delivered a research-driven end-to-end UX case study demonstrating user research, interaction design, usability testing and iterative product thinking.

Key Achievements

- ✓ Co-led discovery and configuration of an enterprise learning ecosystem and LMS.
- ✓ Designed learner-centered experiences supporting 6,000+ employees globally.
- ✓ Created a scalable innovation framework enabling employee-led improvement initiatives.
- ✓ Facilitated international workshops connecting stakeholders across multiple countries.
- ✓ Applied UX research, systems thinking and generative AI-assisted analysis to complex business and system challenges.

Work History

2025-01
- present

Learning and Development Manager

Baltic Hub Container Terminal

Baltic Hub was scaling rapidly and required a modern learning ecosystem capable of supporting employee development across operational and corporate functions.

What I did:

- Designed a user-centered learning ecosystem aligned with business objectives.
- Conducted discovery workshops and stakeholder interviews to understand user needs.
- Co-led the discovery and configuration of an enterprise Learning Management System through process mapping, requirements analysis and learner experience design.
- Designed and tested a generative AI-assisted requirements analysis workflow to structure stakeholder input, identify gaps and prioritize configuration decisions with human validation.
- Redesigned employee learning journeys based on operational and user needs.
- Introduced simulation-based learning for equipment operators.
- Led a multidisciplinary learning team.

Impact:

- Transformed fragmented learning processes into a centralized digital ecosystem supporting employees, managers and administrators.
- Reduced manual administration by digitizing end-to-end learning workflows.
- Improved employee experience through transparent development paths and easier access to learning opportunities.
- Enabled managers to align employee development with competency frameworks and business needs.
- Increased operational readiness by introducing simulation-based learning for safety-critical roles.

2021-08
- 2024-12

Learning & Development Program Manager

Intel Corporation

Intel's EMEA Sales organization required a scalable learning ecosystem that

Leadership:

- * Stakeholder Management
- * Workshop Facilitation
- * Cross-functional Collaboration
- * Strategic Communication

Tools:

- * Figma
- * Miro
- * Adobe Illustrator
- * Mural

Certificates

Professional Diploma in UX Design

Project Management Professional (PMP)

Languages

English - C2

Extensive experience facilitating workshops, executive presentations and stakeholder discussions in international environments.

could respond to rapidly changing business priorities, while delivering a consistent experience for learners across multiple countries and functions.

What I did

- Conducted learning needs analysis through stakeholder interviews, workshops and performance data to identify capability gaps.
- Designed learner journeys based on business goals, research insights and user needs.
- Led cross-functional collaboration with subject matter experts, vendors and business leaders to co-create engaging learning experiences.
- Co-designed a digital learning ecosystem for learners and content creators, improving accessibility and usability.
- Used qualitative and quantitative data to evaluate learning effectiveness and continuously improve user experience.
- Built facilitation capability across the region by designing and delivering the Facilitation Excellence Program.

Impact

- Designed learner-centered experiences supporting employees across Intel's EMEA Sales organization.
- Improved consistency and accessibility of digital learning through research-driven design.
- Strengthened collaboration between business stakeholders, facilitators and content creators across multiple countries.
- Helped embed user-centered design principles into learning strategy and digital learning initiatives.

2019-02
- 2020-04

Human Resources Project Lead

Intel Corporation

Global HR operations were fragmented across multiple teams, regions and time zones, resulting in siloed collaboration, inconsistent processes and limited visibility into the end-to-end employee experience.

What I did:

- Conducted research to identify operational pain points and collaboration barriers across the HR organization.
- Designed and facilitated a multi-stage innovation program focused on improving cross-functional collaboration.
- Created workshops, learning experiences and ideation sessions enabling teams to co-create process improvements.
- Introduced a structured innovation framework, including project incubation, mentoring and executive evaluation.
- Facilitated stakeholder engagement throughout the entire program lifecycle.

Impact:

- Connected globally distributed HR teams through a shared innovation framework.
- Enabled employees to co-create solutions addressing real organizational challenges.
- Delivered multiple organization-funded improvement initiatives with measurable business impact.
- Established a scalable innovation framework adopted for a second program edition.

2020-04
- 2021-08

Payroll Program Manager

Intel Corporation

Responsible for improving payroll experience across EMEA by optimizing

operational processes and supporting digital transformation initiatives.

What I did:

- Analyzed operational data to identify process inefficiencies and recurring user issues.
- Supported implementation of process improvements and digital solutions.
- Developed learning materials and guidance supporting new processes and systems.

Impact:

- Improved employee experience by streamlining payroll operations across EMEA.
- Reduced recurring operational issues through data-driven process improvements.
- Strengthened collaboration between business teams and external providers, improving service quality and operational stability.

2017-01
- 2020-04

HR Operations Lead

Intel Corporation

Led HR operations and process improvement initiatives supporting employees across EMEA.

Education

2021 - 2022

Professional Diploma in UX Design

UX Design Institute

Course included:

Tools:

- Figma
- Miro

Methods:

- User Interviews
- Personas
- Affinity Mapping
- Journey Mapping
- Wireframes
- Medium Fidelity Prototype
- Usability Testing

2006 - 2012

English Studies, Master's degree

Uniwersytet Warmińsko-Mazurski w Olsztynie, Olsztyn

Portfolio

<https://wojciechwojtkowiak.framer.website>

- The Overlook — Product UX
- Learning Ecosystem — Enterprise UX
- InNova — Innovation & Service Design