

MARTA HRECZNYJ

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SUMMARY

A seasoned product designer over 6 years of experience developing innovative UX/UI design concepts for SaaS and digital products - and having worked with multi-cultural teams across North America, Europe, and Asia for some of the largest global brands including Fortune 500s like Kellogg, Allegra, KeyBank and many others.

KEY ACHIEVEMENTS

- Designed a referral process flow for KeyBank's CRM software that was used across 980+ branches
- Enhanced the first version of the escalations process at KeyBank, leading a reduction in user error by over 24%
- Designed usability enhancements, including multiple profile capability, system simplification and features at KeyBank that helped improve usability scores up 35.5%
- Built AncoTrans' first logistics app, a European trucking organization with annual revenue that exceeds \$100M.
- Built a user-friendly website for the product launch of Acessa Health, which was later acquired for \$80M.

KEY SKILLS

Figma	Photoshop	Miro	After Effects
Miro	After Effects	Confluence	User experience - UX
Confluence	User experience - UX	Jira	User interface - UI
Jira	User interface - UI	Design Patterns	User Flows
Design Patterns	User Flows	Design Thinking	User Research
Design Thinking	User Research	Illustrator	
Illustrator	Figma	Photoshop	

EDUCATION

- Professional Diploma in UX Design – Glasgow Caledonian University | Scotland, UK | 2020
- Certification in After Effects | School of Motion Design | 2020
- **Bachelor's Degree** in Interdisciplinary Digital Arts | Wayne State University | Detroit, MI U.S.A. | 2013

WORK EXPERIENCE

KEYBANK

Product Designer

United States | Jan 2022 - Present

KEY ACHIEVEMENTS

- Primary designer for KeyBank's CRM team
- Designed, enhanced, and simplified CRM referrals feature that increased referral volume by 75.4%
- Lead cross-functional discovery workshop for redesign of proprietary user interface – conducted in-depth user research in a group setting, contributing to a 15% increase in speed of tasks and product feature alignment with user needs.
- Discover, analyze, ideate, prototype, pilot and iterate multiple user journeys
- Create new components, variants, and related hand-off documentation
- Design lead on user flow for a new fraud prevention and client authentication platform with a projected increase in fraud reduction by 38%
- Designed a more targeted escalations form that improved the ability to meet SLAs as escalation volume significantly increased in the current rate environment

PUNATI CHEMICAL CORP.

Graphic & Motion Designer

United States | 2016-2021

KEY ACHIEVEMENT

- Primary designer for product design team, creating motion graphics and instructional videos for products that led to a 25% increase in first day sales
- Visual Branding and Design: Developed cohesive visual and branding elements, including logos, lockups, color palettes, and typography, ensuring a consistent and professional brand image across various platforms. Customer survey demonstrated that this increased brand recognizability on amazon shopping platforms by 55%

AncoTrans

UI/UX Designer

Denmark | 2020

KEY ACHIEVEMENT

- Contributed to the UI / UX design of an intuitive and user-friendly interface that streamlined complex logistics operations, enabling non-technical staff to easily navigate and utilize the application. This contributed to a 30% reduction in onboarding time, and a 42% increase in employee-retention.

PASCALE MEDICAL MARKETING

Graphic & UX Designer

United States | 2018-2020 Graphic & Motion Designer

KEY ACHIEVEMENTS

- Key designer in company, incorporated design principles to create visually appealing graphics that resonate with target audiences for brands including Botox, Allergan plc, and many others.
- Designed the launch website for Acesa Health which resulted in conversion rates for first time sales
- Implemented strategic design elements and user flow enhancements that led to a 25% increase in conversion rates for interested prospects. The improved user journey and platform simplification contributed directly to a higher conversion of website visitors into leads closed by 32%, and client retention by 88%

ND2 + Nabuurs & Van Doorn

Writer & Project Coordinator

Belgium | Oct 2018 - Nov 2021

- Wrote, edited texts, and organized for a pair of Dutch artists exploring coded landscapes interpreted into performance that led to a 22% increase in audience reach.

Konsus

Contract UX Designer

Norway | 2017-2018

- Created thoughtful user flows and high-fidelity prototypes for an international clientele
- Implemented culturally sensitive design adaptations for a food manufacturing website, leading to a 20% boost in user satisfaction in United States regions

Anthem Worldwide

Digital Shelf & Packaging Designer | 2017-2018

United States | 2017

- Digitized product catalog for Kellogg's Cereal Co. and designed packaging for Keebler Co. products
- Facilitated cross-functional collaboration with development and marketing teams, reducing time-to-market for new features by 20% and ensuring a seamless user experience across all touchpoints