

# Alex Hajdasz, Senior UX Designer

## Profile

I'm currently working as a Senior UX Designer at an education software company where I help create delightful learning journeys for students and academics.

As an experienced UX team of one, I've led design projects from discovery right through to release, creating test plans and schedules for user research in the process.

I've built a design system to unify our company's visual language, and have created personas to help communicate the needs of our international userbase.

## Skills

- Experienced UX professional supporting multiple delivery teams
- Strong UX focus, mentoring and educating other teams on user needs
- Interaction and visual design for prototypes and user interfaces
- Creating design systems and style guides
- Keen interviewer and presenter
- Experienced conductor of qualitative and quantitative user research methods
- Creating personas, databases for UX insights, and interview snapshots

## Knowledge

- Sketch (macOS), Figma, Adobe Creative Cloud
- Marvel App, Ballpark
- WordPress
- Agile (Scrum)
- Full, clean UK driving license, own insured car

## Experience

### PebblePad

Senior UX Designer (Aug 2023–Present), UX Designer (Oct 2018–Aug 2023)

- Leading the UX design process from research and concept development to wireframing, prototyping, and validation
- Communicating with cross-functional teams to satisfy business goals
- Conducting user interviews, surveys, and usability testing
- Developing personas, user journeys, and other UX artifacts
- Developing a comprehensive design system
- Monitoring and analysing user feedback and metrics to inform decisions
- Mentoring product managers and designers on UX best practices

## **CuroWeb**

Director (Dec 2015–Feb 2018)

- Managing and creative for a UK-based web hosting company
- Sales and management of client accounts, invoicing, maintenance, and support
- Graphic design for print, online advertising, and in-house software UI
- Website configuration using WordPress, FTP, and WHM/cPanel

## **CurrantWeb**

Graphic Designer / Project Coordinator (2012–2014)

- Graphic design and project management for a web development company
- Designing responsive websites and UI
- Design for print materials and branding
- Managing workloads for a team of six programmers

## **Office for National Statistics**

Census Collector (Apr 2011–May 2011)

## **Staffordshire University**

Lecturer (November 2008)

## **GAME**

Sales Assistant (Jun 2004–Feb 2011)

## **Education**

### **Master of Engineering with Merit in Computer Games Design (2004–2009)**

Staffordshire University

### **GCE Advanced Level (2002–2004)**

William Brookes Sixth Form

- English Language and Literature, History, ICT, Theatre Studies

### **GCSE (1997–2002)**

William Brookes School

- 10 GCSE awards including Maths and Higher Tier English
- GNVQ awards for Information Technology

## **Certifications**

### **Leadership Training for Results (Jan 2025)**

Dale Carnegie

### **BCS Foundation Certificate in Agile (Jan 2022)**

BCS, The Chartered Institute for IT

### **BCS Foundation Certificate in User Experience (Feb 2020)**

BCS, The Chartered Institute for IT