

# Aleksander Góra

## Product Manager / Lead UX

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Portfolio [www.aleksandergora.co.uk](http://www.aleksandergora.co.uk)

### PERSONAL PROFILE

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A well organised and professional candidate with excellent administrative skills. Works calmly under pressure and accepts challenges with confidence. A self-starter with strong attention to detail and the ability to multi-task and prioritise workload as necessary. Flexible and easily adaptable, able to learn and develop new skills quickly and efficiently. Independent and self-motivated as well as being a team player. Builds rapport and trust with employers and colleagues alike. Now looking for an opportunity to take existing skills to a higher level and grow within the organisation.

### CRUCIAL SKILLS

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- Personal organisation and time management - tasks being accomplished before or by the deadline. Ability to work in stressful environment. Working independently as well as in a team. Thinking creatively, finding solutions to problems and making decisions. Able to adapt and work flexibly in different contexts.
- Ability to create highly creative, conceptual and strategic design work in corporate communications
- Working experience in user-centered design, conversion optimisation, product management.
- Digital finishing skills - ability to prepare high fidelity mockups.
- Strong service focus with attention to detail and accuracy.

### SOFTWARE ORIENTATION

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- Very strong design skills in **Adobe Creative Cloud**
- Proficiency in wireframing and prototyping using **UXPin and InVision**
- Good knowledge of **Wordpress** coupled with good understanding of **HTML** and **CSS (Bootstrap 4)**
- Using **JIRA and Trello** for the team management

### EMPLOYMENT

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Oct 2016 - present

#### Convertize LTD - Product Manager / UX Lead Designer

- Developing and managing the product strategy and roadmap of the application, working with the board of directors and senior management by planning and prioritising product deliverables and schedules in AGILE.
- Preparing product requirements and technical specification that address the the financial objectives of the company.
- Leading cross-functional teams with respect to requirements interpretation, product decisions, specification reviews, customer satisfaction issues.
- Owning UX product backlog.
- Clearly communicating product development updates, risks, and issues to the board of directors.
- Proactively identifying and resolving issues that may impair company ability to meet strategic financial and technical objectives.

April 2015 - present

**Convertize LTD - UX Lead Designer**

- Designing how user will interact with the product on wireframes, user flows and prototypes to design the new product features.
- Researching style and design implication to new product features.
- Constantly reviewing existing product features and propose design and style changes.
- Conceptualising original ideas that bring simplicity and user friendliness to complex design roadblocks.
- Conducting usability testing and user research and evaluate user feedback.
- Evangelising useful design applications and best UX practices across the team.

Sep 2013 - March 2015

**Convertize LTD - Senior Web Designer**

- Responsible for the development of creatives and components.
- Designing and encoding responsive websites, newsletters and landing pages
- Utilizes mockups and graphic pre-designs where appropriate.
- Demonstrates creative, technical and analytical skills.

Aug 2012 - Sep 2013

**Fancy-IT Agencies LTD - Graphic Designer**

- Design of packaging for individual products offered by the company.
- Taking care of the corporate identity system.
- Creating promotional offers to customers in the form of a newsletter.
- Maintaining a company website and adding new products to the online store.

**EDUCATION**

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2007 - 2010 AGH University of Science and Technology  
in Cracow Faculty of Humanities

2013 - European Information Technologies Certification Academy  
Postgraduate Diploma, Computer Graphic Design

**VOLUNTEER EXPERIENCE**

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March 2014 - present

**Asbiro University CIC - Marketing Director**

ASBIRO is an Alternative School of Business and Personal Development. The school has over 200 professionally active lecturers/entrepreneurs with assets over £1.4 Billion – My responsibility is to lead a team of volunteers involved in social media and email campaigns.

**HOBBIES**

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Neuromarketing, Psychology, Self-development, Interior Design

**LANGUAGES**

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**Polish** native

**English** fluent in written and spoken