NICOLA GUZOWSKA

SENIOR PRODUCT DESIGNER

Expert in Digital Transformation & Innovation.

Design is a part of people's daily lives and being a product designer means playing a role in these lives. I am a data & results driven designer that is focused on strategy & impact.

Expert in identifying business opportunities, formulating strategic initiatives, and deploying technology solutions that precisely align with clients' business objectives.

WORK EXPERIENCE

Emirates NBD / Lead Product Design Consultant

OCT 2022 - PRESENT, DUBAI | CONTRACT

Played a pivotal role in Emirates NBD's achievement as the Best Bank in the Middle East and Best Bank in the UAE in 2023, resulting in a remarkable 40% increase in share price. Led the launch of the 'ENBD X' app, driving a 70% increase in customer engagement within 12 months. Leading efforts to enhance business banking, responsible for 50% of the bank's revenue, while managing senior stakeholders, ensuring timely delivery. Led the digital team to win the **Gem's Diamond Award**.

Responsibilities included:

- Developing product strategies, roadmaps, and implementation plans to support business' goals and objectives;
- · Engaging with senior stakeholders to understand the business' needs, challenges, and opportunities driving a 130% profit surge to AED 12.3 $\,$ billion in H1 2023 and the highest-ever quarterly profit of AED 6.2 billion;
- Identifying opportunities for improving customer experience and business performance through data and research;
- · Working with cross-functional teams to deliver technology solutions that meet client expectations;
- · Keeping up-to-date with industry trends, best practices, and emerging technologies;
- · Conducting interviews and hiring senior designers.

HSBC / User Experience Manager Consultant

NOV 2021 - OCT 2022, LONDON | CONTRACT

In 2022, successfully launched an award-winning app, securing the Digital Customer Experience Award and SME Product Innovation Award. Achieved a 40% increase in digital account openings by defining and attaining holistic product objectives. Collaborated with cross-functional teams across London, India, and Hong Kong, leveraging market analysis, customer feedback, site metrics, and usability findings. Developed conceptual diagrams, wireframes, visual mockups, and prototypes, while communicating high-level design strategies and detailed interaction behaviors. Facilitated multiple customer and senior stakeholder workshops.

Barclays / Senior User Experience Designer

APR 2019 - NOV 2021, LONDON | FULL-TIME

Led the redesign of Barclays' mobile app and online banking, enhancing the user experience and driving an 18% revenue increase and a 44% boost in engagement. Recognized as a top 10 performer among 2,000 employees, receiving the annual Star of Digital Award for significant contributions to Barclays' digital banking. Conducted customer and stakeholder workshops, including Google Venture Sprints, while mentoring junior designers and leading a weekly design review session for 50+ designers. Produced various UX deliverables, such as wireframes, high-fidelity designs, prototypes, user flows, personas, sitemaps, experience maps, heuristic reviews, and moderated user testing.

Freelancer & TopTal / UX/UI Designer

NOV 2016 - APR 2021, PHILADELPHIA & LONDON

Designed, developed & launched 10+ websites and mobile apps for clients with 5k+ daily unique visitors. Achieved revenue growth from £0 to £60k+ within a year through client trust and referrals. Collaborated with developers to build end-to-end mobile and web apps for notable clients in the tech and investment industry, including Adidas, Vodafone, NewsUK, Onto, Windracers, RallyeTrust, and others.

Portfolio LinkedIn

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+971 5858 96104

Dubai, UAE

EDUCATION

BN University London + CH College Philadelphia / BA (Hons)

PHILADELPHIA, USA & LONDON, UK

Initiated & contributed to several experimental projects involving web usability, UX/UI, prototyping, animation, augmented reality. Student-athlete in America (tennis).

SKILLS

Design:

- · UX/UI
- · User research & user flows
- · Strategy & vision presentations
- · Wireframes & mock-ups
- · Rapid prototyping

Research:

- · Qualitative & quantitative research
- · Cognitive walkthrough
- · A/B testing & experiment

Prototyping:

· Rapid prototyping using Figma, Adobe XD, Invision, Sketch

Collaboration:

- · Excellent communication and interpersonal
- · Ability to work independently and as part of a team;
- · Strong analytical and problem-solving
- · Experience with agile methodologies and project management is preferre

Cetrifications

Enterprise Design Thinking Practitioner IBM

April 2020

Interaction Design

Interaction Design Foundation

Feb 2020

Certified User Experience Analyst (CXA)

Interaction Design Foundation

Aug 2019

HOBBIES

- · Ex semi-professional tennis player
- Top 11 in the World in touchtennis
- Horse riding
- Padel
- · Yoga
- Meditation
- · Personal growth
- · Cardio workout
- Kitesurfing

References provided on request.