



# MAC KOZAL

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## UX / Product Designer

online version of my portfolio is available at:

[mackozal.com](http://mackozal.com)

### PROFESSIONAL EXPERIENCE

**2018+** [starred.com](http://starred.com), UX/Product Designer. I facilitate the product's vision by researching, conceiving, sketching, prototyping, user-testing, and designing experience of the platform. I identify design problems and devise elegant solutions.

#### My main achievements:

- Building the data-informed culture within the organization by implementing tools like Mixpanel.
- Designing and framing the design to the development process.
- Building and maintaining a scalable design system within the organization.
- Improved the survey completion rate by 51-95% by applying UX methodology.
- Built Starred Connect from scratch; part of the platform that allows building integrations with external apps without developer skills.

**4 years of experience in UX/Product Design** projects (web, mobile, and desktop apps). I designed and co-founded:

- **Mood Tracker**, Android and IOS app that helps identify patterns how users mood varies every day.  
[Read the case study](#)
- **Echotags**, hands-free, offline audio guide to Amsterdam (iOS native app). Project won the competition for the best wireframe in Balsamiq Mockups on MegaMaker contest. The price included a conversation with Peldi - the creator of Balsamiq Mockups.  
[Read the case study](#)
- **Coypu**, text-editor-like weekly planner (recently open sourced)  
[Read the case study](#)
- **Checkers**, board game for iOS iMessage app, promoted by Apple, 130 000+ users  
[Read the case study](#)
- **Jottings**, real-time collaborative writing tool in Markdown  
[Read the case study](#)
- **Games Tracker**, platform for building a personal library of computer games  
[Preview the project](#)

#### In all mentioned projects:

- I was responsible for the whole UX, UI and graphic design, I defined the MVP and product features.
- I did market research and user data research.
- I developed user personas and scenarios to enhance functionality and usability for key audiences.
- I prepared design docs, sketches, sitemaps, wireframes, mockups, user journeys, specification, and artworks.
- I was responsible for product and content strategy.
- I created an efficient process of collaboration between design and development
- All projects are online/in the AppStore and in-use

**10 years of experience in architectural design** in the Netherlands, Finland and Poland (including international competitions). I worked on complex projects like hospital design in the Netherlands and Poland, office design, commercial store chains design, private houses, apartments, public buildings including monuments.

### EDUCATION

**Master Degree at Faculty of Civil Engineering, Architecture and Environmental Engineering**, Institute of Architecture and Urban Planning at Technical University of Lodz finished with an excellent mark.

### LANGUAGES

- English - full proficiency
- Dutch - B1/B2 - still learning
- Polish - mother tongue

### SKILLS SUMMARY

- Software knowledge e.g. Figma, Sketch, Atomic, Proto.io, Balsamiq Mockups, Flinto, Photoshop, Illustrator, InDesign, LucidChart, 3D modeling, Cad etc.
- Hand drawing and paper prototyping skills
- Data analytics e.g. Mixpanel, Google Analytics, Hotjar
- Basic programming skills
- Soft skills
- Fast learner
- Team player
- Empathy (user, business, tech)
- Creativity and conceptual thinking, solution driven
- Striving for quality
- Commitment and dedication