

KRZYSZTOF KANIA

UX/Product Design Manager

PORTFOLIO

Important - please ensure this document is
printed one-sided, in color.

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With close to two decades of experience in UX design, research and management, I have worked on many projects in multiple capacities, as a designer, researcher and manager for UX, UI, Insights and Product teams.



TOOLS OF THE TRADE

When I began working for a small interactive agency in the mid 00's, there were no wireframing tools. Instead, I relied on putting my ideas in text and sketching on paper.

As time went by, I picked up Axure and Photoshop as my main tools of the trade. With time, other software came around, including (Visio, Sketch, XD, Illustrator and, more recently, Figma and Canva), and others. For coding, I rely on Visual Studio.

In the end, I always left it to my designers to choose which tool they want to use, but I have my preferences for whichever one conveys the idea most clearly to the development team.



I WORKED WITH...



BASIC WIREFRAMES AS DOCUMENTATION

I use wireframes to convey ideas to other participants of the design process - product owners, visual designers and developers. It's important to remember a wireframe is a guide, and not either a visual reference or simulation of the end product, for which much better tools exist or can be created.

In my wireframes I prefer to add descriptions of elements, rather than code their behavior to make them look like the "real thing", as working with a CSS coder can deliver faster and better looking effects anyway. The below examples come from a project from 2015.

3. Notification center icon and pop-up

The notification center pop-up is accessible from any page within Amway-online. The list is divided into two sections - Important notices and Messages. The first part contain important announcements and promos. They're separated from the rest of the messages to be the user's attention. Essentially, they are still messages.



4. Notification center page

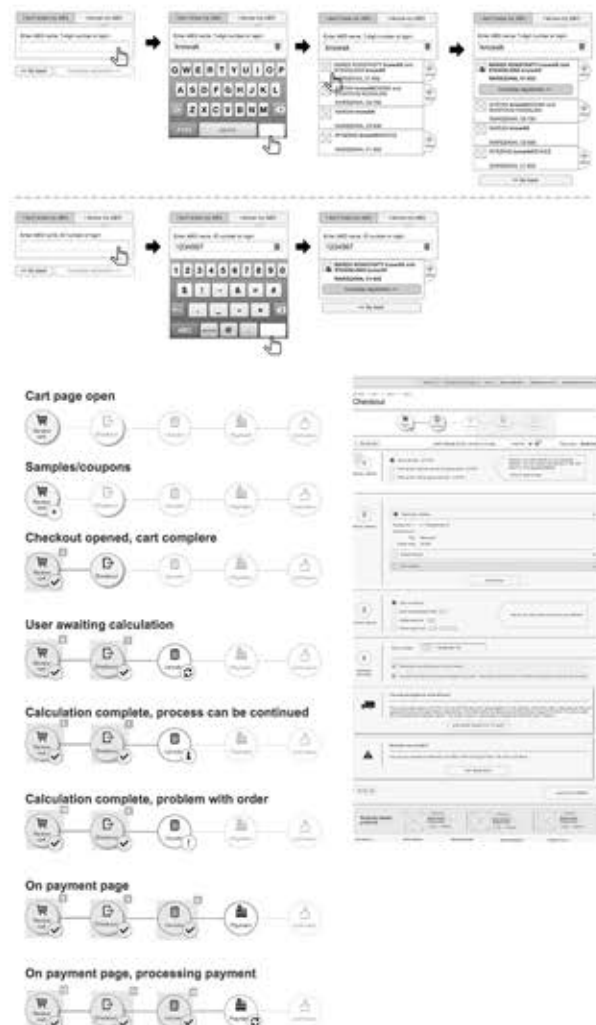
The notification center page is a new entity within the Amway website. It is separate from the Dashboard, where various account data is stored. It is meant as a staging point for future enhancements, including new CRM direct channels. The notification center utilizes the well-known visual style of best-known mail clients, like Gmail. Between the pop-up and the main page, the functionalities and stylings are kept as similar as possible (e.g. bolding of new messages).



5. Mass operations

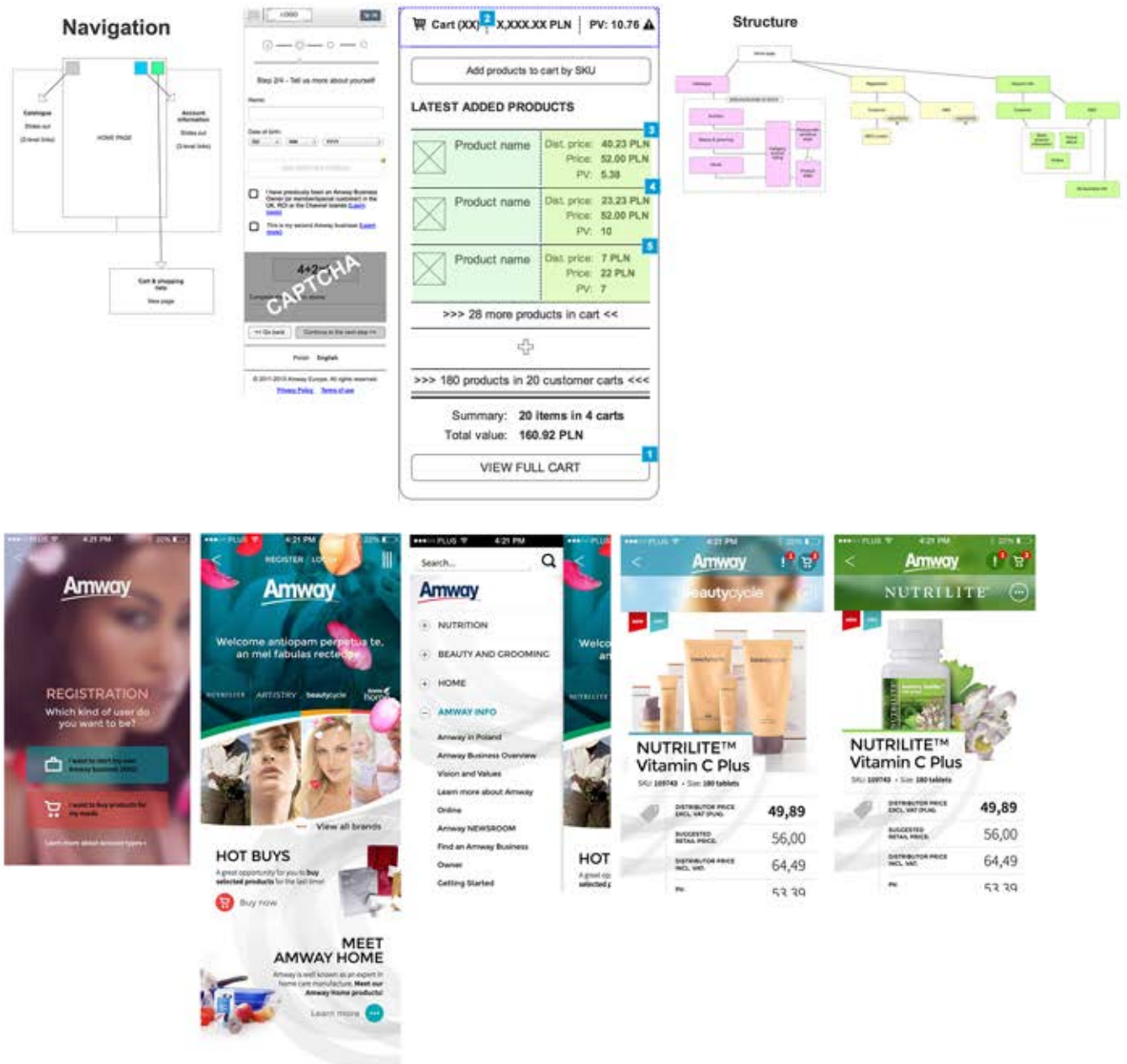
Checkboxes next to every line allow you to perform operations on a given message. After one or more boxes are selected, a context menu appears, allowing users to either delete, or mark as read or unread. Using the top bar checkbox, mass checking can be performed.

☐	Category	Description	Date
☒	Incoming order (urgent)	You have an incoming order from User's Name for 200 PLN	0.00



WIREFRAMES AS A DESIGN TOOL

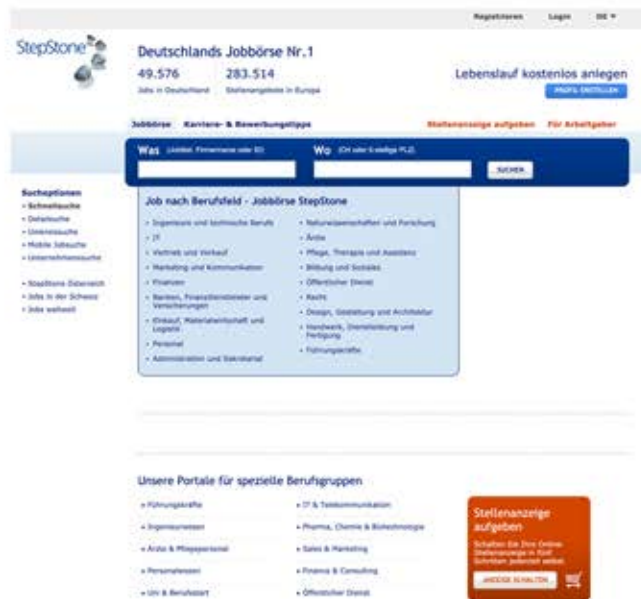
One of the most basic modes of work for a UX Designer like myself is in a tandem with a visual designer, where the wireframe serves not only as documentation (if at all), but as a design guideline and a first draft of the overall layout. The example below shows some initial wireframes for a mobile app from 2015 and the visual proposal that ended up going into the final product.



LEADING THE STEPSTONE UX TEAM

Joining StepStone in 2015 allowed me to set on a road of managing a diverse UX team spread across three countries, creating a new user experience for an international service. We've done a lot of good work over the years, as the comparison below shows.

2015



2016



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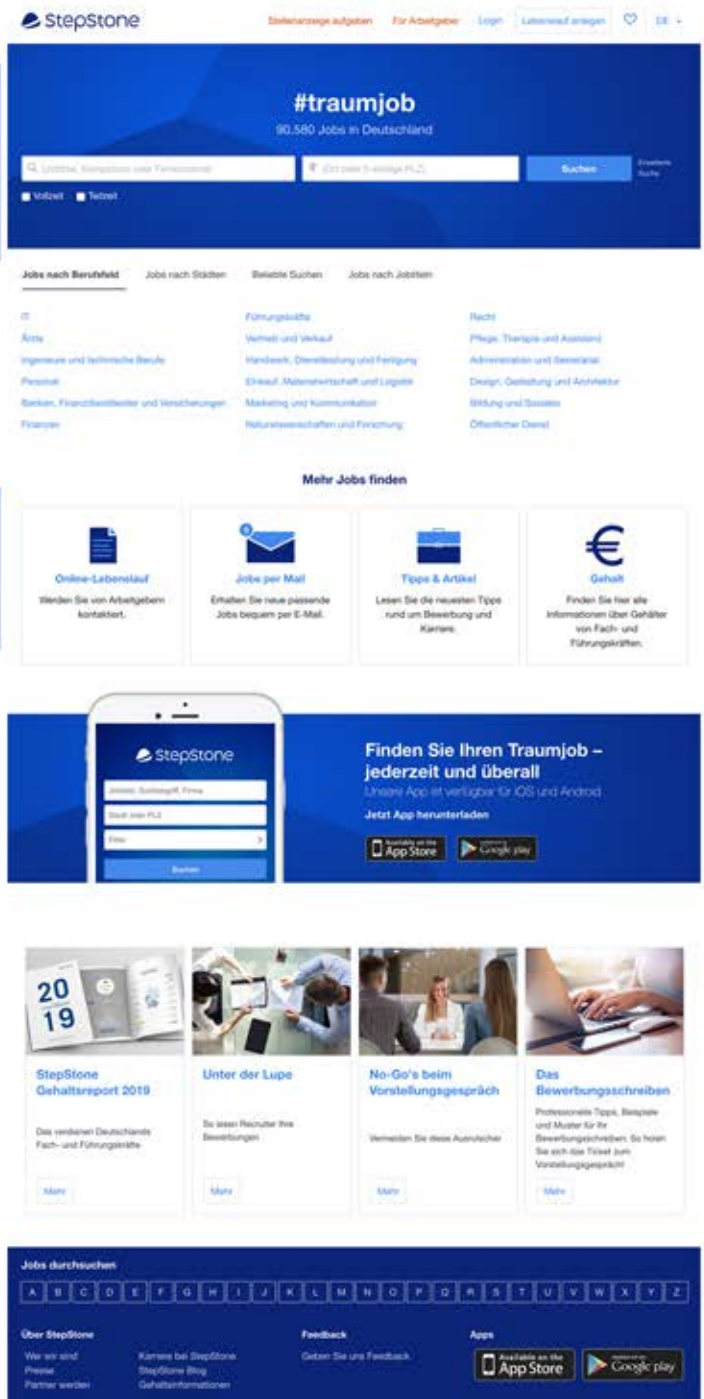
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LEADING THE STEPSTONE UX TEAM

2018



2019



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LEADING THE STEPSTONE UX TEAM

2016

The screenshot shows the StepStone website's login and registration interface. It features a 'Create account' section with a form for email and password, and a 'Please login to StepStone' section with a Facebook login option and a standard email/password login form. There are also links for 'Don't have a login? Register now!', 'Jobs by mail', 'CV', and 'Newsletter'.

2019

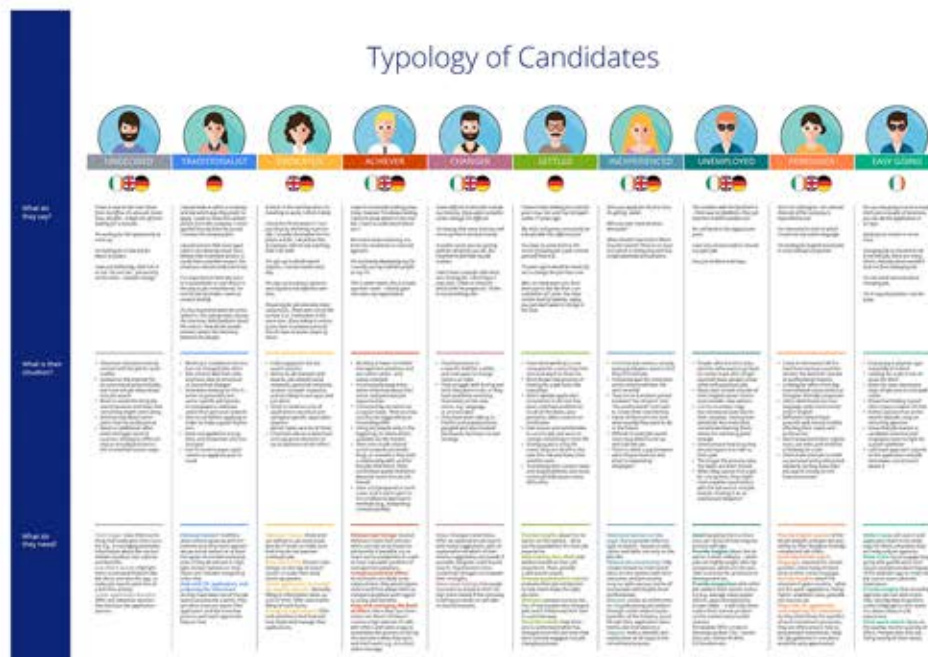
The screenshot shows the StepStone website's login and registration interface in 2019. It features a '#traumjob' banner with a list of benefits: 'Lebenslauf anlegen', 'Wenig Zeit für die Jobsuche', and 'Bequem über alle Geräte'. The login section is titled 'Einloggen' and includes a form for email and password, with options for 'Eingeloggt bleiben' and 'Passwort vergessen'. There are also links for 'Sie haben noch keinen Account?' and 'Sind Sie ein Arbeitgeber?'.

The screenshot shows the StepStone website's job search results page in 2016. It features a search bar with filters for 'Was', 'Wo', and 'Wann'. The results are displayed in a table with columns for 'Jobtitel', 'Unternehmen', 'Ort', and 'Datum'. The table lists various job openings, including 'Regional Sales Excellence Manager', 'Mechaniker/in zur Personalvermittlung', and 'Praktikant (m/w) im Bereich Lager und Materialfluss'.

The screenshot shows the StepStone website's job search results page in 2019. It features a search bar with filters for 'Was', 'Wo', and 'Wann'. The results are displayed in a table with columns for 'Jobtitel', 'Unternehmen', 'Ort', and 'Datum'. The table lists various job openings, including 'Workstation (m/w/d) - Facility Management', 'Workstation (m/w/d) - Kaufmännischer Bereich', and 'Mitarbeiter im Vertriebsdienst (m/w/d)'.

WHERE DESIGN COMES FROM

It was only at StepStone where, as Head of UX, I could create an environment where the design decisions were driven by a complete suite of user research. With the additional help of analytical information, my team could create a comprehensive imagining of the user landscape, helping myself and other designers in establishing a truly user-centric design.



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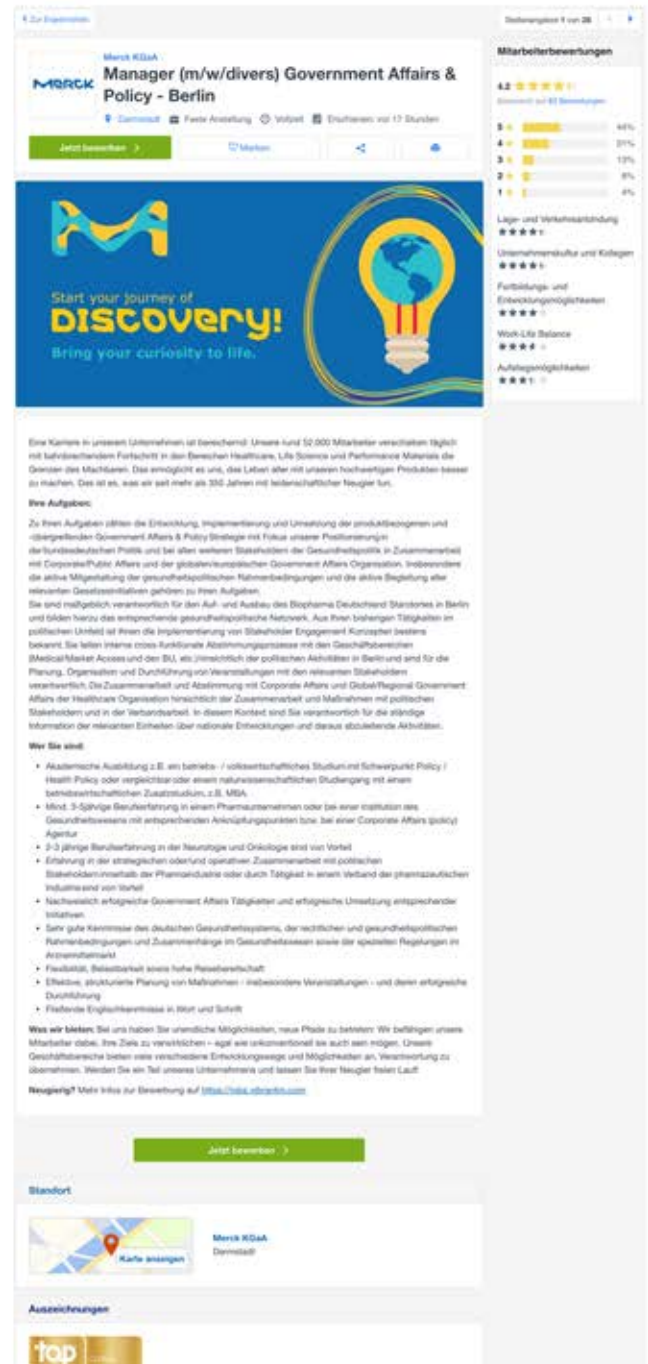
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LEADING THE STEPSTONE UX TEAM

2016



2019



WHERE DESIGN COMES FROM

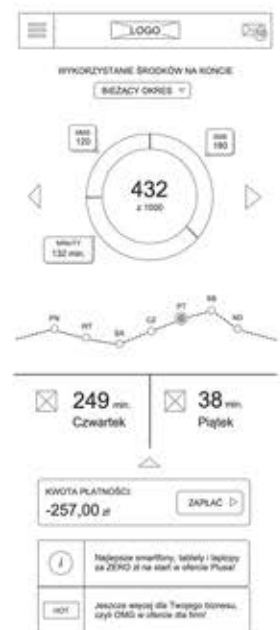


BLAST FROM THE PAST - THINGS FROM BEFORE 2012

A typical spec wireframe that would be pumped out in an hour or two. I have done hundreds of these in my time working for interactive agencies.

When a new tender would be announced, a team would sit down in a comfy room, brainstorm ideas, draft them quickly and consult with the customer.

If an initial green light would be given, more time would be spent on the wireframe, and a spec visual design would be procured, based on the prior work.

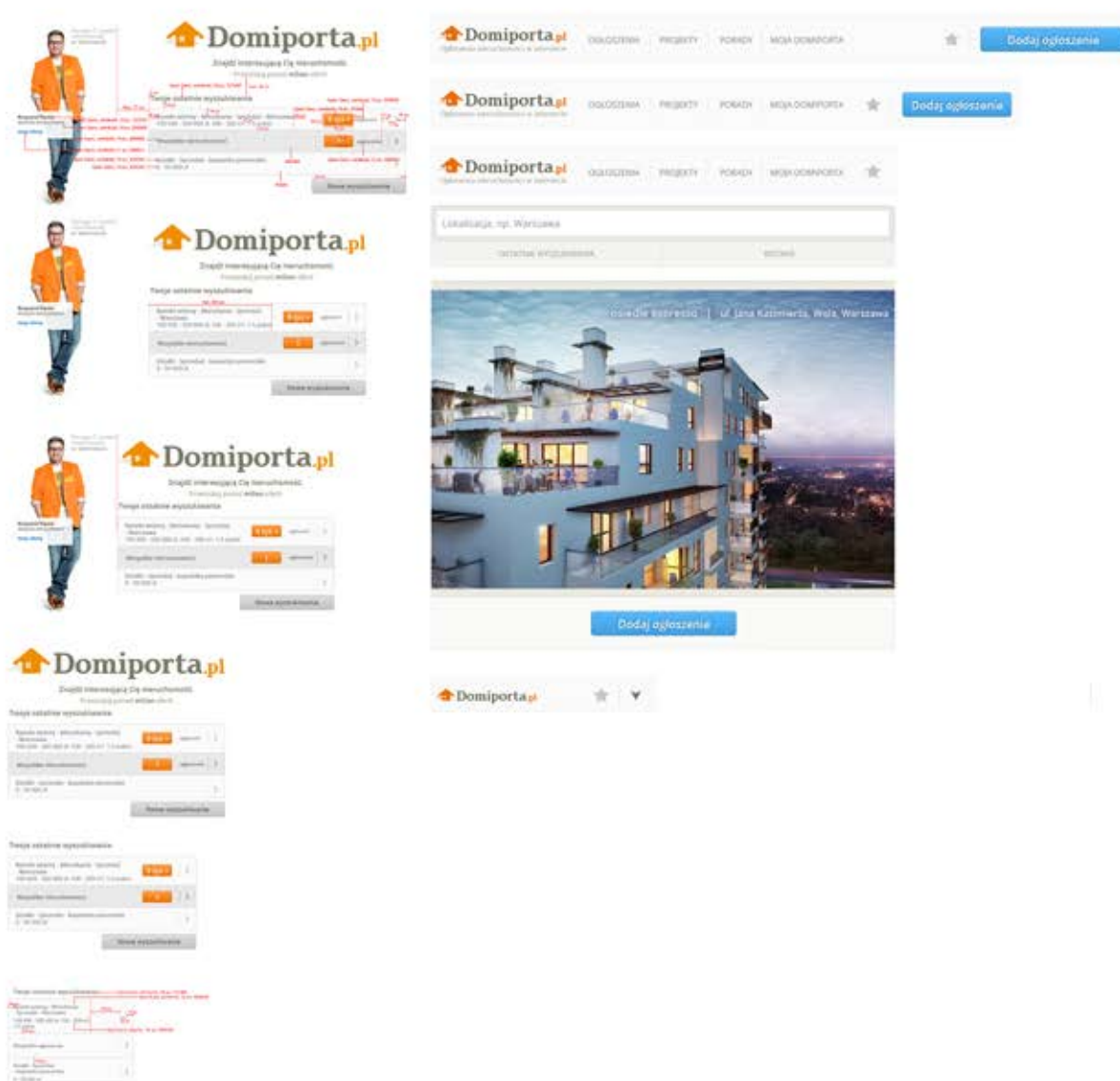


BLAST FROM THE PAST - THINGS FROM BEFORE 2012

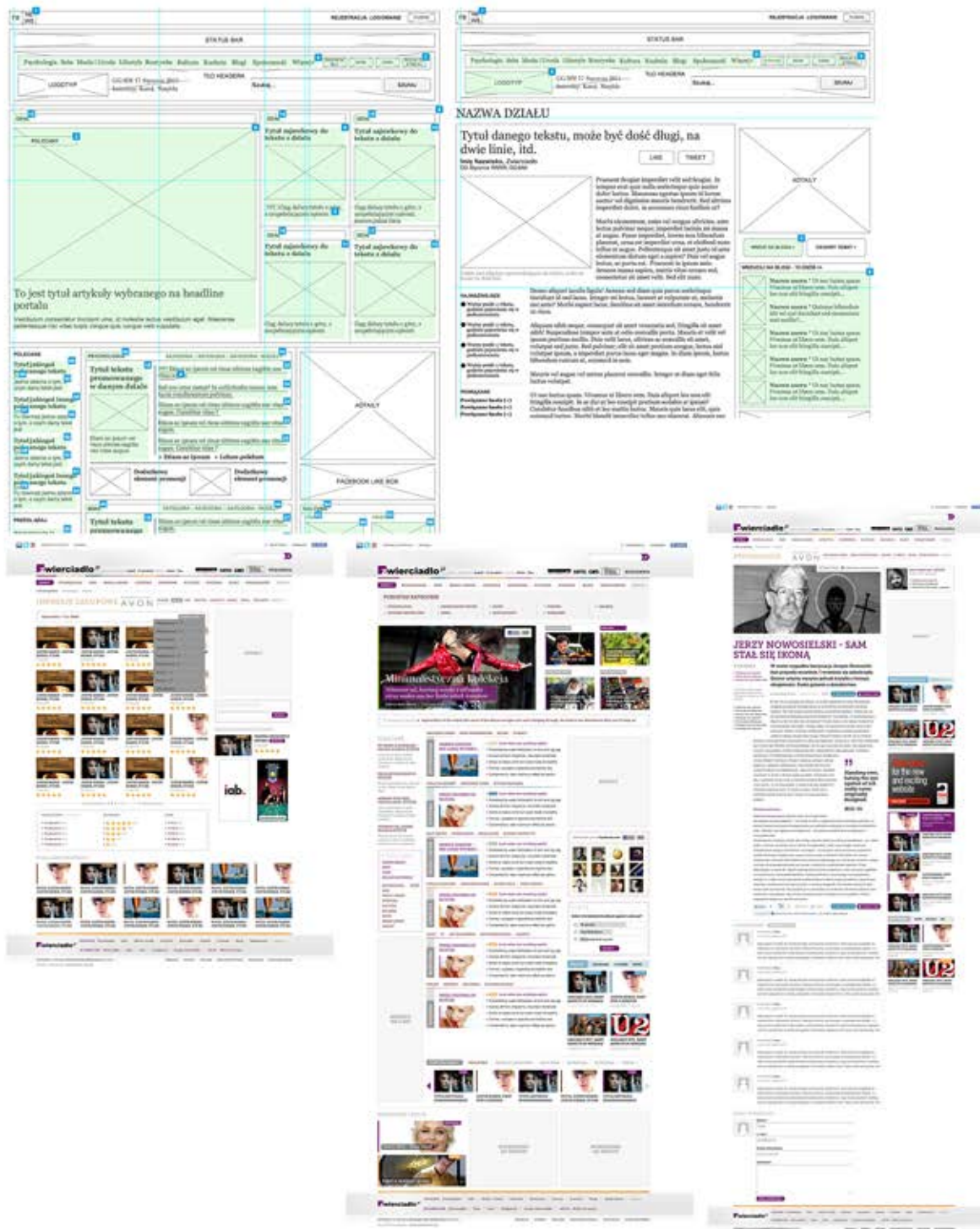
What could be achieved today with a good sandbox, some CSS and/or a good wireframing suite, used to be done by hand.

All responsive behaviors would have to be hand drawn, measurements made and added to images and then passed on to developers so every behavior change could be manually coded in.

With modern frameworks, like Bootstrap or React, tasks like this are much easier and UX designers can focus on more general tasks.



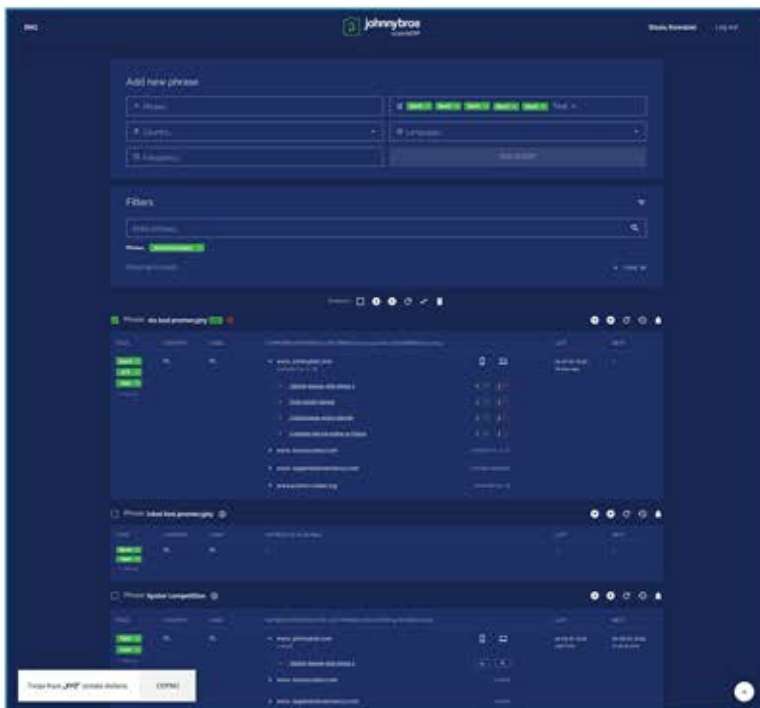
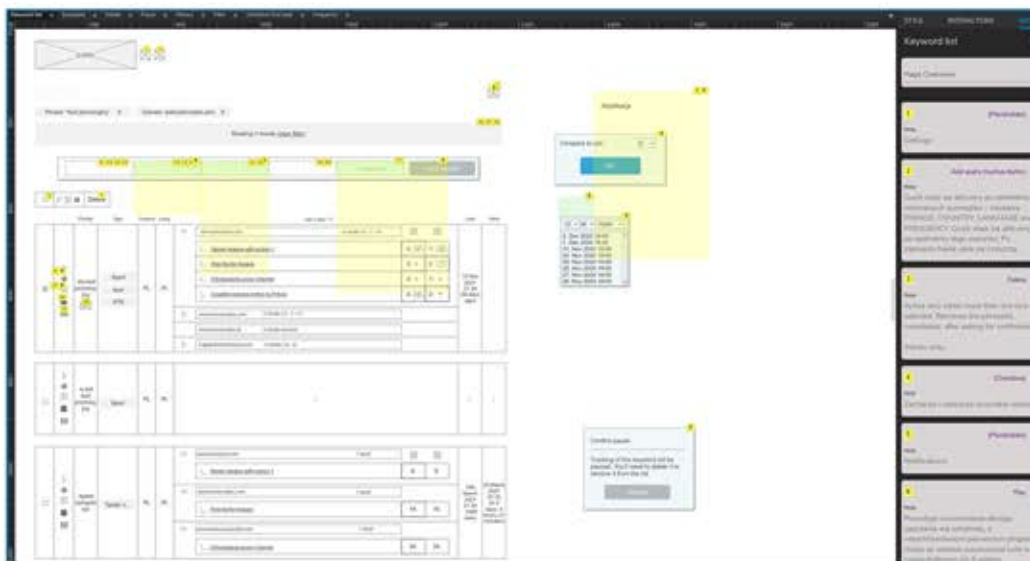
BLAST FROM THE PAST - THINGS FROM BEFORE 2012 - ZWIERCIADLO



JOHNNYBROS SEO TOOL

Bespoke SEO tool for managing thousands and thousands of phrases and checking their performance against SERP positions.

Even though the design phase was prefaced by user research and business diligence, there are still some things I would have done differently here, especially regarding development.



AS A UX ANALYST FOR E-COMMERCE

In the last few years, amongst other activities, I've lent my UX knowledge for advanced analysis of performative e-commerce systems.

