

Roland de Cholewa

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Senior UX/UI Designer

Collaborative User Experience and Interaction Design Professional ▪ Transforms Strategic Ideas into Practical User-Centred Solutions to Deliver Consistent, Relevant Experiences ▪ Supports Leadership Teams by Implementing an Organised, Practical & Disciplined Approach to Project & Cost Management

Core Skills & Knowledge

Design & Creative: UX, UI Design, Mobile Apps (iOS & Android), Design Systems, Wireframes, Prototypes (Lo-Fi & Hi-Fi), User Stories, Personas, Storyboards, Journey Maps, Web Design, Graphics, Branding, Corporate Identity

Software & Technical: Figma, Sketch, InVision Studio, XD, Protopie, Jira, PhotoShop, Adobe CS, HTML, SaaS & Cloud Technology, Mobile Networks, Bluetooth, BLE, WiFi, Web Sockets, SMS, NMEA2000 (marine comms. standard)

Collaboration: Project Management (Agile/Scrum/Sprint), Scoping, Team Management, Planning & Strategy, Marketing, Stakeholder Engagement, Management Reporting, Developer Briefing & Liaison, Research, Usability Trials, Workshops & Interviews, Mentoring

Professional Experience

NAVICO, Senior UX/UI Designer, London, October 2018 - Present

Global technology business providing advanced marine instruments to recreational and commercial users

Leading Navico's ambitious drive to bring the Internet of Things (IoT) to boat owners and their craft, collaborating with senior management, product owners and other stakeholders

- UX/UI design for key user apps. Features including: remote connection from mobile devices, account creation, hardware setup and sync, set-up wizards, remote switching and status reports, interacting with navigation equipment, auto-magic and seamless updates and sync of sea charts (maps) and user-added data (points of interest, routes etc.)
- Conceptualise and create user-centric solutions incorporating many network technologies, code stacks and server services across a broad suite of hardware devices with varying technical limitations
- Delivery of UX designs for the C-MAP marine mapping app (like Google Maps for water), including designing new features and harnessing the technology to map and optimise user journeys for typical personas
- Contribute the UX/UI designs for a new OS to straddle Navico's hardware and mobile devices, teaming-up with the eco-system UX/UI design team to ensure consistent usability patterns across all touchpoints

WORKFORCE, Senior UX/UI & SaaS Designer, London, January 2014 - September 2018

Technology start-up providing simple to use real-time field service management software

- Architect of mobile apps and an integrated subscription-based web app, offering market-leading usability and features allowing SMEs to manage field-based teams
- Created corporate branding, applied to all online/offline collateral including digital marketing and web content

FREELANCE & CONTRACT UX/UI/INTERACTIVE DESIGNER, London, July 2004 – September 2018

- Mobile app, web and graphics projects - brands including Volvo, Diageo, H&M, Amnesty International and more. Creator of www.pluggitapp.co.uk a UX/UI app for the location of electric car charging points in London

Early Career: Design and creative production management for publishing companies in Sweden, moving to the UK in 2001 to work in publishing design before launching freelance interactive/UX/UI design career

Other Information

Fluent in English, Polish and Swedish

Design education at the Nordic Institute of Technology