

# 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

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**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

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#### **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

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Fluent in English, Polish and Swedish

Design education at the Nordic Institute of Technology