

ISABELLE KOSCIUSKO

Senior UI / UX Designer

www.isabellek.design

hello@isabellek.design

Tel: (805) 953 5976

Nationality: US, French

Languages: Fluent English, French / some Spanish, some German

BACKGROUND

Senior UI / UX Designer with over sixteen years experience in the design industry, including over eight in world-leading agencies (Havas, Publicis Chemistry, VMLY&R, Iris, Sapient, Proximity) and a **BA (Hons) from Central Saint Martins** in Arts & Design Media.

I have a solid understanding of visual principles (colour theory, typography, grid layouts) and thorough experience in the technical requirements of build.

I'm interested in the psychology of design, and using Design Thinking principles to answer human needs with products and services that are usable, useful and delightful.

SKILLS

Applications: Expert Adobe Creative Cloud (Photoshop, Illustrator, Dreamweaver, InDesign), Figma, Sketch, Marvel, InVision, Principle, Omnigraffle.

Web languages: Expert HTML, CSS.

PORTFOLIO

Please visit www.isabellek.design.

EXPERIENCE

December 2020 - ongoing

Senior UI / UX Director

As a Senior UI / UX Director, I work in a tight-knit team to oversee the development of user-centric product and collaborate with team heads to create products that are useful, usable and delight customers.

May 2020 - ongoing

Head of Visual Design & UX Hugo Insurance

Starting as a Visual designer, I quickly evolved to the role of Head of Design & UX. Working in a tight-knit team with business and development collaborators, I was responsible for the full visual and experiential design including brand establishment, through to gathering and reviewing user testing research data and improving the product in a user-centric approach, testing and implementing changes using lean UX methodologies.

September 2019 - December 2019

Senior UI / UX Designer Conran Design Group

Interface and experience design for world-leading security app Clario. Working closely with the UX designer and brand designer, I produced layout designs backed by journey studies, sketches and wireframes, as well as interactive elements liaising with the animation department. The role involved content strategy, journey development, wireframing, prototyping and testing, as well as client-facing presentations across multiple countries (US, UK, Ukraine).

February 2014 - August 2019

Senior UI / Integrated Designer

Senior UI / integrated designer in agencies including Iris Worldwide, Publicis Chemistry, VMLY&R, Sapient, Roche, as well as illustration and infographic design for Deliveroo, Duddle and the Telegraph. Responsibilities included overseeing the UI design and development of websites with sketching, wireframing, mockups, prototyping through to delivery.

March 2013 - January 2014

Wellcome Trust, London

Responsible for all digital design output including design, build and testing of e-mail communications, app interface design, and build in co-ordination with the UX team.

June - August 2012

John Lewis, London

Graphic and web production work on the new John Lewis website.

March - June 2012

Proximity London

Social Media apps design for Actimel and Philadelphia and design work on Lloyds TSB, Aviva, Johnson & Johnson, P&G.

February 2012

Investis, London

Information design and web projects for HSBC, GDF, TAQA and Pru.

August 2011 – February 2012

Brand & Deliver, London

Branding development, print and web design from concept to delivery, for clients including Samsung, St Pancras, Ferrari by Logic3 and Universal Studios.

March 2011 – ongoing

Freelance graphic and web designer Isabelle K Limited, London

Design consultancy on a freelance basis for companies including Universal Music, Warner Chappell, Booking.com and Deliveroo. Liaising directly with clients, I cover all stage from business development concept / brand research and identity design, to digital interface development with wireframing, prototyping and interface design

May 2008 – March 2011

Lead digital designer Spotlight, London

Working with the development and marketing teams, I was tasked with the full redesign and build of the website including information architecture, user research, journey mapping and build, followed by user testing and optimisation, using Agile methodologies.

May 2006 – February 2008

Graphic and web designer Lateral Group, London

Design and hand-coding of websites for clients including HSBC, Superdrug, PruHealth, Randstad, Everest and Yell. Client-facing role with large degree of responsibility and autonomy in a creative team composed of myself and the creative director.

EDUCATION

April 2020 - October 2020

UX Design Course CareerFoundry

6-month intensive training programme in User Experience Design specialising in Design Thinking, data and research-driven methodologies, and a full primer in current UX practices. I completed this course to deepen my understanding of user-centric design and update my skills. As part of this programme, I designed a vocabulary learning app using lean UX methodologies, Marvel and Sketch.

November 2013 - March 2014

Intensive course in UX Design General Assembly, London

12-week User Experience Design intensive to complement my visual background. This included study of user research, building personas, journeys and flows, wireframing and prototyping. For the final project I designed an ale searching app using Omnigraffle and Sketch.

April - July 2011

Intensive course in graphic design Shillington College, London

I returned to study to develop further skills in print design and specifically branding, packaging, typography and book design.

July 2010

TDI+ course / Reading University

Study of typeface design led by Gerard Unger, Fiona Ross and Gerry Leonidas. Development of own typeface and research on latin and non-latin scripts.

2009-2020 (ongoing)

Diplomas in Marketing and Digital Marketing from City University London, and a certificate in Project Management from PCMI. **Evening courses** in sales and business development, bookbinding, letterpress advanced lettering.

January 2006 - April 2006

CIW Certified Webmaster certificate EXP-Solutions Ltd, London.

September 2002 - July 2005

BA (Hons) in Arts & Design Media Central Saint Martins, London

September 2001 - July 2002

Chelsea College of Arts & Design Foundations BTEC in Arts & Design

Major: Visual Communication

September 1997 - July 2000

Lycee Fenelon, Paris, France French Baccalaureate

INTERESTS

Yoga, surfing, collecting records, chinese medicine, baking, snowboarding, dogs.

CASE STUDIES

AS HEAD OF DESIGN + UX AT HUGO

I was hired by Hugo as a Senior Visual Designer to come in and oversee the User Interface Design of a product about to be launched as a second iteration. While the product itself was functional and answered a real need (providing car insurance to customers with very low income), the interface and branding were in need of a thorough review.

I started by gathering the full set of UI components and current designs, as well as User Research and customer data that had come out of Phase 1. Based on this, I established a set of user personas and compiled the wireframes to establish where we could improve the user experience across the main journeys.

Following this, I conducted testing and analysis to improve the product in iterations, ensuring the key journeys (quote flow, account creation, endorsements) were as streamlined as possible with a quick signup experience, easy access to customer service and ensure the product design supported product growth with a cohesive and easy to maintain system and experience.

AS UI / UX DESIGNER AT CONRAN DESIGN GROUP

Conran Design Group hired me to work on the full redesign of the Clario app. Working closely with the UX designer and brand designer, I produced layout designs backed by journey studies, sketches and wireframes, as well as interactive elements liaising with the animation department. The role involved content strategy, journey development, wireframing, prototyping and testing, as well as client-facing presentations across multiple countries (US, UK, Ukraine).

AS UI DESIGNER AT IRIS

I worked for 4 months at leading advertising agency Iris Worldwide to oversee and develop the Wacom Tech Specs section of the website. Working directly with the UX team, I was responsible for the full UI of the product, working on iterations using Sketch and InVision to develop high-level prototypes for user testing in iterations. I was at hand on the UX team to advise on feature feasibility and development, liaising with the product and UX teams across the duration of the project.

AS LEAD DESIGNER AT SPOTLIGHT

Spotlight, the UK's leading casting directory agency, took me on board to run the design department and oversee the full redesign of their website and content management system catering to three separate user groups: casting directors, agents and actors. Working directly with the development and marketing and business teams, I was in charge of the full user interface aspect of the project, as well as user research and interviews to better understand customer needs and how we could improve the product to suit. The outcome was an updated and full redesigned Spotlight website, a full resource of customer data and a thoroughly improved content managed system answering multiple user needs.