


Kasia Bruzda

Digital Product Design / Service Design / Branding

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Professional experience

Role: **Junior Designer**

Org: **Hellon (Service Design Agency)**

Time: **08.2023 - present**

- created a visual direction, motion and brand assets for an international Unicef conference,
- working on various client projects spanning research, strategy, visual direction.

Role: **Product Designer / UX Researcher**

Org: **OLIO (Free sharing mobile app)**

Time: **10.2020 - 05.2022**

- created digital user-centered products to improve the experience of volunteering with OLIO,
- lead qualitative user research studies,
- implemented Design Sprint and research methodologies in the wider product team.

Role: **Product Design Intern**

Org: **Spotify**

Time: **06.2022 - 09.2022**

- lead design process of the new feature for desktop,
- conducted user research interviews and usability testing,
- prototyped, A/B tested and iterated from low-fi to finished concept,
- lead Design Jam workshops,
- collaborated with engineers and PM to create feasible solution.

Role: **Lead Graphic Designer (freelance)**

Org: **Congress of Polish Student Societies in the UK**

Time: **02.2018 - 02.2020**

- lead a complete redesign of the Congress's graphic identity and branding,
- designed a web app used by the participants to navigate the conference.

Role: **Graphic Design Intern**

Org: **Rose Design UK**

Time: **06.2019-08.2019**

- helped develop various branding projects at an award-winning design agency.

About me:

I deliver innovative digital product experiences end-to-end, most recently at Hellon and Spotify. My graphic design background as well as skills in animation enable me to craft compelling visuals that capture attention and convey captivating narratives.

Education

MA Service Design, Distinction

Royal College of Art, London

09.2021 - 06.2023

Projects included:

- A browser extension supporting refugees;
 - nominated for **SDN Awards**, and **Helen Hamlyn Awards**,
 - covered in **Design Week**,
 - currently in build stages with an industry partner.
- A phone-camera-roll-reimagined fostering meaningful connections for people with dementia;
 - prototyped at Imperial College London.
- A co-parenting network;
 - shortlisted in **Student Service Design Challenge**,
 - won second place in **Homeking International Service Design Competition**.

BA Graphic Design, First Class Honours

University of the Arts London

09.2017 -06.2020

Skills

Design software

Figma, Adobe Illustrator, Adobe After Effects, Adobe Photoshop, Adobe InDesign, Adobe Premiere, Adobe XD, HTML, CSS (beginner), Procreate, Canva

Publications

- "Attention Enhancing Technology: A New Dimension in the Design of Effective Wellbeing Apps," in IEEE Transactions on Technology and Society, Sept. 2021