

Alex Kiersnowski

Senior Product Designer

Manchester, UK & Remote

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Expertise

Consultancy

Design and experience advice & guidance

Product Design

Solutions to solve business & user needs

Creative Direction

Unifying the brand vision for all outputs

Motion Design

Video & animation bring products to life

Skills

Software

Figma, Webflow, Photoshop, Lightroom, After Effects, Premiere Pro, Illustrator, Google Office, MS Office

Technical

Product Design, Strategy, UX/UI Design, UX Research, User Testing, Art Direction, Branding, Motion Design

Interpersonal

Consultancy, Project Leadership, Team Management, Team Building, Problem Solving, Storytelling, Presentation

Profile

A creative problem solver with a deep passion for understanding the needs of users and businesses. Specialising in building innovative products by leading end-to-end projects and teams from research, design, to product launch. Originally from London with nearly 10 years international experience working in 3 different countries alongside some of the world's leading design agencies and consultancies helping build over 40 brands.

Experience

Adevinta

Senior Product Designer (Contract)

Berlin, Germany | Jun 2022 - Sep 2022

Adevinta is a global classifieds specialist with online marketplaces in over 13 countries. Member of the TRX (Transaction) team for one of Germany's largest car marketplaces, mobile.de, to implement 'trade-in' functionality.

- Facilitated workshops to define how 'Trade-In' would work from MVP.
- Evaluated the existing C2B flow for more accurate vehicle price evaluations.
- Defined the entry points and value propositions to drive users into the C2B flow.

eBay

Senior Product Designer (Contract)

Berlin, Germany | Sep 2021 - Jun 2022

eBay Kleinanzeigen is the largest online classifieds portal in Germany. MOVE (Motors Verticle) was a subsidiary specialising in one global design system for multiple markets. Brought on as the design lead to manage the design system. Adevinta later acquired MOVE, selling the Canadian and Australian markets in the process.

- Ensured consistency throughout a complex application suite (B2C, C2C and C2B).
- Collaborated across teams, increasing efficiencies in both design & development.
- Prepared and split the design system for the transition over to local marketplaces after the Adevinta acquisition.

Languages

English - Native

German - A1

Spanish - A2

Interests

Photography, Videography,
Brazilian Jiu-Jitsu, Fitness &
Well-being, Philosophy,
Psychology, Sociology,
Football ('Soccer' for the
Americans), Music, Cultural
Diversity, Craft Beer (Being
British after all)

Konrad Group

Senior Experience Designer

Toronto, Canada | Mar 2020 - Sep 2021

Konrad Group is a full-service digital consultancy. Lead large scale digital innovation projects offering strategy and design services to the world's most ambitious businesses and brands. Curated design driven processes to provide leading digital solutions connecting design, people, businesses and technology.

- Lead the production of WestJet's 'In-Flight Entertainment System' and expanded their design system by introducing dark mode.
- Guided Marks & Spencer to restructure their apps information architecture.
- Redesigned Deloitte's internal employees' 'Knowledge Exchange' platform known as 'Deloitte KX'.

Clients: Deloitte Group, Marks & Spencer, WestJet, American Express

Freelance Digital Designer

London, UK | Oct 2018 - Mar 2020

Contracted for design agencies and international brands to assist in digital projects. Serviced the entire digital spectrum from strategy, UX/UI design, art direction, and motion design.

- Lead the design team at FITCH for the digital campaign's landing pages and e-commerce site for the new Adidas Predator 20 boots.
- Directed the creative team at Imagination to design and build a promotional video for the new Land Rover Defender Augmented Reality App.

Clients: Adidas, Audi, Jaguar Land Rover, KitKat, NHS, Patek Philippe, Sony

We Are Kitty

Digital Designer

London, United Kingdom | Jul 2017 - Oct 2018

We Are Kitty is an award winning design & development agency. Collaborated with clients and internal teams to manage design research, creative ideation and production of digital interfaces across multiple platforms and devices.

Clients: BetVictor, BNY Mellon, Casumo, Experian, Hastings Direct, Insure&Go

VCCP Group

Junior Digital Designer

London, United Kingdom | May 2015 - Jun 2017

VCCP is a multi-award winning fully integrated communications agency voted the UK's 'Advertising Agency of the Year'. Responsible for creating digital graphics and media formats for large above the line advertising campaigns.

Clients: ASOS, Canon, Compare the Market, Kia, McLaren, O2, The FA, TFL