



Marceli Cieplik

Full Stack Designer

Web marceli.uk
Mobile (+44) 7501 733 974
Email marceli.cieplik@gmail.com

Hybrid UI/UX Designer

I combine my technical knowledge with creative skills to drive improvements in various fields of innovative digital design. Throughout my 10-year career in design, I worked amongst many great individuals and within diverse team structures.

UI Expertise

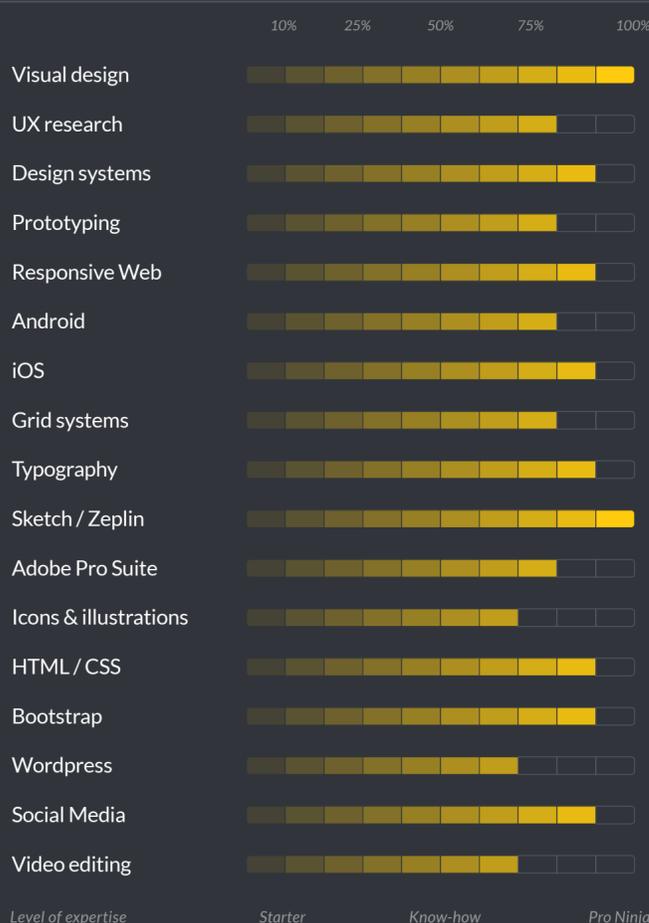
I specialize in building and managing large-scale Design Systems and Brand Style Guides. I'm keen to take on any user research required, build high-fidelity prototype or simply devote to deliver pixel-perfect artworks on a ninja level via Sketch and Zeplin.

Lifestyle

My interests focus on designing responsive websites and native iOS / Android apps. In my spare time, I manage three ecommerce websites, experiment with social media marketing campaigns and get ready for Mars mission in 2033.

Skills

Digital design skills presented with current level of expertise.



Honors & awards

November 2012

Digital Creativity Award at TUI Brit Awards ceremony for my input in delivering new e-commerce platform for Thomson and First Choice websites (currently TUI).

Education

2006 - 2010 | Poznan University of Life Sciences

5 years integrated Master's Degree in study of "Computer science in Agricultural Engineering". Exit during final year.

Costa Coffee

Design System Manager

December - April 2019
Contract 4 months



My assignment started with a thorough research of industry trends in building large-scale Design Systems. I was looking for a solid, yet scalable solution which could support global hand-off process and connect Web and Mobile teams based in different countries. My proposed solution used Sketch Libraries with Zeplin and was based on Atomic Design approach. As my primary design tools, I tested Sketch, Adobe XD and Framer software. Collaboration with Design leaders helped to deliver Costa Mobile Style Guide which standardised Costa native iOS and Android mobile products aligned with AAA / WCAG 2.0 accessibility guidelines.

Barclays Bank

Hybrid UI/UX Designer

June - September 2018
Contract 3 months



I contributed to the design and delivery of the Barclays Now platform - internal hub connecting over a hundred of different tools and apps used by Barclays employees. Agile development and hard work of a team of 4 UI/UX designers resulted in beta launch on desktop and native iOS/Android platforms (including personal devices). As a team leader, I also had a joy of mentoring two junior designers.

Pearson

Hybrid UI/UX Designer

Nov 2017 - March 2018
Contract 5 months



I was the owner of an end-to-end design and delivery of the MePro Parents app - product which helps students in learning English whilst staying connected with their teacher and parent. Human-centred design approach and regular usability sessions with teachers allowed smooth launch on iOS and Android platforms. I also had a chance to design a new set of pictograms used across apps.

Thomas Cook Airlines

Senior Web Designer

May - September 2017
Contract 5 months



I was involved in the redesign of the search engine component and related flight ticket booking user journeys. Based on existing UI-Kit and user research, I delivered required artworks and crafted a responsive Style Guide based on adaptive design approach for small and large screens.

Santander ISBAN

Senior CX Designer

November 2014 - Jan 2017
Contract 2 years, 3 months



I was assigned to set up a new user experience team which led to a successful in-house delivery of several Santander products and contributed to the team's growth to 32 skilled UI/UX designers and developers. We crafted the Santander Personal Banking app (2 mln users daily), Spendlytics (card spenditure), Payoo (international transfers) and innovative voice assistant app called Moni. I also supported usability improvements of other internal products.

PokerStars

Senior Web Designer

Nov 2013 - September 2014
Contract 11 months



In collaboration with UX and development teams, I produced a unique Web Style Guide in a form of a website which featured visual examples of the PokerStar UI patterns and responsive components with their code snippet representation. The scope covered setting a new typography rhythm and advanced 24-column grid system which I tested using my hand-coded prototype. Most of my CSS made it to the final production.

Judopay

Senior UI Designer

May - July 2013
Contract 3 months



Being a new UK mobile payments provider, Judopay needed an attractive website delivered promptly. I entered the role directly under the Art Director and with a help of recruited web developer successfully produced Judopay's new responsive website working on Bootstrap 3.

TUI Travel PLC

Senior Web Designer

June 2010 - April 2013
Permanent 3 years



I was part of the core team responsible for the complete redesign of the three TUI main websites: Thomson, First Choice and Falcon holidays. As lead UI designer in UX & Design team, I was responsible for most of the required web page concepts and pixel-perfect artworks. As a SEO project, I developed an online Style Guide and two official blog sites on Wordpress CMS.

RevitaLash® Plazanet

Brand Manager

2008 - Present
Remote freelance work



I have been working with Plazanet - Polish distributor of RevitaLash, Unwash and Mio Skincare products in Europe since 2008. Acting as a brand developer and technical support, together with marketing team we launched three e-commerce websites dedicated to each brand, along with their social media channels. My role covers design of marketing campaigns, remote team management, development of bespoke websites and various promotional materials.