



# JOANNA SABAK

Senior Service and Product Designer

## PROFILE

With UI and UX experience, naturally evolve into Service and Product Design. Basically, I love everything that contains empathy maps, service blueprints and personas.

## EXPERTISE

- Service Design
- User Research
- Prototyping
- UI Design
- Copywriting (PL)

## LANGUAGES

Polish

Native proficiency

English

Working proficiency

Portugese

Just beginning

## EXPERIENCE

### SENIOR SERVICE DESIGNER

2020–NOW

*Orange Polska, Warsaw*

Leading projects, process planning. From team building, research, creating maps and artifacts, through ideation into the final solution. I worked with strategy, OKR, Tone of Voice, omnichannel experience. Strong in workshop facilitation and stakeholders consultations

### UI DESIGNER

2017–2020

*Orange Polska, Warsaw*

In line with the brand book, I was designing regularly for a website, app, and self-service platform. My favorite work was about dashboards, forms and multistep processes.

### UX/UI DESIGNER

2014–2017

*Accenture Polska, Warsaw*

I participated in projects for major Polish financial institution. Co-designing new structure and UI for inside platform for consultants and advisors. Using Photoshop and tools designed for our team.

### EDITOR-IN-CHIEF

2012–2014

*Digital Platform Veturo.pl; Loomnet sp. z o.o.;*

I did manage both platforms from the preparation point into the full launch. Besides editing, my job was also recruiting teams, manage writers and the photo base.

### FREELANCER JOURNALIST

2009–2012

*Wyborcza.pl, other magazines*

Interviews, reportages, stories and copywriting. I loved that job, but in time it was a choice between salary and integrity.



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## CERTIFICATES

Umami Strategy  
by Aga Szóstek, Sept 2021

Facilitation in practice,  
High5, June 2021

Product Discovery Practitioner  
Certificate (PDP), Apr 2021

UX PM, 3 levels  
Symetria, 2017-2018

WCAG by Widzialni  
Widzialni foundation, 2017

## EDUCATION

- *Advanced Service Design Course*  
2019-2020, SWPS in Warsaw
- *Internship in a design studio*  
2012, My Works
- *DTP and online Graphics Course*  
2007, WWW Academy
- *Major degree in History*  
1999-2044, University of Warsaw

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