

Jakub Ryszard Kobalczyk

Branding UX Designer

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I'm a designer who loves crafting intuitive, user-friendly designs that look great and work even better. From wireframes to prototypes, I focus on solving real problems with creativity and strategy. I thrive on feedback, love collaboration, and stay on top of design trends to keep things fresh. Oh, and I speak Spanish and Polish, so I can bring some extra flavor to the mix. Let's chat!

Work experience

Viking Centro | UI/UX Designer, Product Manager and Analyst *Valencia, Valencia | 11.2023 - Today*

- User experience and user interface design of both: SaaS mobile application and administrator dashboard for a gym chain.
- Increased customer engagement and loyalty, automated processes and improved overall business performance emphasizing data analytics.
- Achieved a 12% increase in service sales and boosted gym class attendance by 21% through targeted marketing strategies and effective customer engagement initiatives.

Freelance | Graphic Designer, Copywriter and Merchandising Designer *Valencia, Valencia | 03.2017 - Today*

- 112 successfully finished jobs for 46 clients including Brand Designs, UI Kits, Copywriting and Web Designs.

La icreativa | Graphic Designer specializing in Print Media and Social Media *Valencia, Valencia | 06.2020 - 11.2020*

- Managing accounts to enhance content reach, utilizing audience insights, engagement analytics, and targeted campaigns to maximize visibility and drive meaningful interactions.
- Creating visually impactful interfaces to transform raw data into actionable information using Figma and Wordpress
- Providing customer support by recommending printable materials and systems, prioritizing client satisfaction and aligning solutions with their specific needs.

Education

CIPFP Ciutat de L'Aprenent |

Valencia, Valencia | 09.2017 - 06.2020

Higher Degree Professional Training in Design and Editing of Printed and Multimedia Publications

Projects

- **NISSAN EcoSolutions**: For my degree final project, I designed a comprehensive mobile app for managing Nissan's eco-friendly vehicles. The app addressed key functionalities, including vehicle registration, leasing subscription management, and other essential user-focused features, showcasing the full design process from concept to completion.
- **EDGE3000APPAREL**: Streetwear clothing brand project ([Link](#) here)

Hard skills

Multilingual (Spanish, English, Polish) | HTML / CSS | Notion | Office 365 | Slack | SEO/SEM marketing | Copywriting | Adobe After Effects | Figma | Adobe Illustrator | Adobe Photoshop | Adobe After Effects | Adobe InDesign | Adobe Creative Cloud | Midjourney | Wordpress | Shopify | Meta Ads | AI Prompting | Stable Diffusion | Pika Labs | Print Design Proficiency | AI Graphic Tools Knowledge | Social Media Strategy Expertise | Visual Content Development | Event Graphics Creation | Print Material Production | Channel-Specific Content | Branding Acumen ■ *All professional proficiency or above*

Soft skills

Effective communication | Active listening | Willingness to learn | Critical thinking | Open-mindedness | Adaptability | Conflict resolution | Negotiating | Project management | Time management | Problem solving | Multilingual Communication | Self-Motivation | Multitasking Efficiency | Team Collaboration | Innovation | Creative Design Concepts

Professional Development

Social Media & Community Manager course

PICE - Cámara de Comercio de Valencia | 01.2021 - 03.2021

Interests

Currently reading “*UX Research Methods for Media and Communication Studies*” (Angela M. Cirucci, Urszula M. Pruchniewska). Passionate about leveraging marketing strategies to drive business growth and enhance product sales effectiveness. Videogames. Fascinated by the psychological impact of garment design and its influence on perception and behavior.