



MAREK RYCMAN

Freelance
UI/UX DESIGNER
Graphic Designer
Motion Designer
Wordpress developer

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about

My passion for computer graphics, experience in e-commerce, and observations of human behavior have led me to the one and only path where all these roads intersect - UX/UI.

Thanks to this, I can now create products that are not only visually appealing but also intuitive for users.

education

2001 - 2005
MASTER - Management and Marketing
University of Management and Finance
in Wrocław

skills

Identification
Website
Presentation
Branding
Packaging
Key Visuals
Motion Design

Wireframing
Prototyping
Customer Journey
Audit & recommendations

Wordpress
Service Care

work experience

Rycman Concept - Founder; Ui Designer; Web Developer;
2006 - present.

As a freelancer, I had the pleasure of working on a variety of projects, including creating packaging, social media campaigns, branding and UI for websites and mobile applications. In my practice, I have designed and implemented many websites based on the WordPress platform. My graphic skills have contributed to improving the image of many companies, such as Unident Union Dental Clinic, Rehasport, Aneste, Harder and 7 Nutrition.

Calypso Fitness - E-commerce manager; UX/UI Designer

2016 - 2021
Warsaw

I implemented and managed an online sales platform for a chain of fitness clubs, I was responsible for implementing tools for sales management and performance monitoring. I planned and implemented nationwide sales campaigns and analyzed and optimized the agency's activities, including SEO, SEM, AdWords and performance. I was responsible for optimizing the conversion rate, Customer Journey and UX, as well as coordinating and testing software implementations. Additionally, I designed UX solutions for currently created websites and mobile applications.

Trec Nutrition - Project Manager/UX Designer

2015 - 2016
Wrocław

I managed the project of implementing a new online store based on the MAGENTO platform. My responsibilities included searching for partners, analyzing offers and coordinating project activities. I carried out effective functional implementation and post-implementation tests, ensuring high quality of the final product. Additionally, I monitored and analyzed e-commerce trends, adapting the project strategy to the changing market needs. I also supervised the budget, schedule and risk analysis of the project, ensuring its timely and effective completion.

Trec Nutrition - E-commerce manager

2015 - 2016
Wrocław

I managed two online stores, including one on the Magento platform. I carried out analysis using tools such as Google Analytics, which allowed me to make effective decisions. I implemented new functionalities and maintained cooperation with external partners. My activities also included optimizing the conversion process and planning and supervising advertising campaigns in the area of digital and AdWords.

trainings

GOOGLE ANALYTICS

CONVERSION Organizer
November 2014

Google Day -

Which is what every marketer should know about google tools
CPI Organizer
February 2015

GOOGLE ADWORDS

EUROBRAND Organizer
September 2014

GOOGLE

Internet Revolutions
Google Organizer
November 2019

tools

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Premiere

Adobe After Effect

Adobe XD

Figma

Axure

Sketch

Google Analytics

Wordpress

Jira

...others

Trec Nutrition

2010 - 2015
Wrocław

- Senior Graphic Designer/Ui Designer

I designed graphic materials for marketing activities and visual identification of the brand and product. In addition, I provided graphic support for foreign markets related to the brand, which required adaptation to various cultural and linguistic contexts. I am involved in developing concepts and introducing new products to the market, as well as creating desktop publishing materials such as packaging, labels, catalogues, magazines and articles. Additionally, I design sportswear, websites, iconography, banners and graphics for social media. My work covers a wide range of activities related to graphics and design, which allows me to flexibly respond to the needs of clients and the market.

Focus Agency

2007 - 2010
Wrocław

- Art Director / Graphic Designer

As an initiator and leader, I created a graphics department in an advertising agency, which significantly increased the team's work efficiency. My areas of specialization include image creation, branding, visual identification, large format design and offset, solvent, UV and digital printing. Additionally, I deal with internet-adapted design, including advertising campaigns, applications for vehicle fleets, exhibition stands and developing concepts based on briefs. My experience allows me to effectively manage projects and provide creative solutions that meet customer expectations.

awards

Creative Solutions

2008 - 2009
VFP Communications

- Anthology of Polish Creation

Showcasing projects in an annual catalog.

Outdoor Media

2008 - 2009
VFP Communications

- Actual OOH Magazine

Regular project publications

Trade Shows

2008 - 2009
VFP Communications

- Best Booth

My collaboration on trade show booth projects was recognized with awards for the best booths at advertising fairs in **Warsaw, Poznan**, and at **FIBO Power** trade shows in **Düsseldorf**.

profiles

