

# Aleksander Foks

## UI/UX Designer

### About Me

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Works with a passion for the craft of design, a deep focus on user experience, and a synergy with business goals.

### Contact

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### Experience

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#### Rebel Tang

06.2022 - present

#### Digital Designer

- Designing interfaces (web & mobile).
- Managing the design process, organizing workshops, brainstorming sessions.
- Close cooperation with the company's board. Collaboration with developers, participation in handoffs.
- Preparation of wireframes, mock-ups, hi-fi prototypes.
- Conducting user research and usability tests. Data-driven design, analytics stack management.
- Building design systems, brand guidelines, visual identity systems.
- Designing graphic and video content (also with support of AI tools).
- Creating and editing photos & videos for digital channels.

#### Intryga.io

12.2019 - 10.2023

#### Digital Manager

- Developing and executing digital marketing strategies.
- Preparation and implementation of performance campaigns (personas, targeting, A/B testing, analysis of results, optimization).
- Content marketing activities (concept, copy, design, production).
- Work for, among others: Sony Music, Ozzy Osbourne, DPD, Massmedica, Essilor, Bvlgari, Leonardo, Acqua Di Parma, Philip Plein, Santander Leasing.

#### Loyalty Tool

12.2018 - 06.2022

#### Digital Manager

- Building loyalty solutions, forming strategic partnerships.
- Developing a loyalty product for Santander Bank.
- Collaboration with clients and partners to provide exceptional user experiences.

### Education

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02.2023 - 05.2023

#### Digital Designer

Design Practice

[Certificate](#)

02.2023 - 05.2023

#### Interaction Designer

Design Practice

[Certificate](#)

10.2012 - 06.2015

#### Communication

University of Warsaw

Bachelor's degree

### Skills

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Interface Design

Prototyping

Wireframing

UX Research

HTML

Accessibility

Digital Marketing

### Tools

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Figma

Adobe CC

Principle

Google Analytics

Hotjar

Maze

Lyssna