

ARLETA SZALAST, UX & PRODUCT DESIGN

Lund, Sweden · szalast.arleta@gmail.com · www.atelra.de · [Behance](#) · [LinkedIn](#)

After 10 years of experience in the creative field and developing a broad skill set, I now focus on what I enjoy most: **HUMAN- & USER CENTERED PRODUCT DESIGN** along with Information Architecture, User Experience-, Interaction- and User Interface design for software products, applications and websites on any device and platform.

KEY COMPETENCIES & SKILLS

INFORMATION ARCHITECTURE

Organization of complex navigation- and content structure, sitemaps, hierarchies, categorizations and metadata.

UX DESIGN AND RESEARCH

Interaction design, flow chars, wireframes, interactive prototypes, user scenarios, analysis, UR studies, A/B tests, surveys and SEO.

VISUAL DESIGN

User Interface design, compositing, consistency and design principles.

LEAD AND STRATEGY

Art direction, co-ordinate project- and time management.

SOFTWARE TOOLS

- Expert knowledge of Sketch and Adobe suits tools: Adobe XD, Photoshop, Illustrator, InDesign and more UX design tools like Omnigraffle and Visio.
- Experience with Mac-, Microsoft- and Google management tools.
- Basic knowledge of Cinema 4D, After effects and Final Cut.
- Practical understanding of HTML, CSS and JavaScript.

LANGUAGES

Native **German** and **Polish**, advanced **English**, basic **Norwegian** and **Swedish**.

EDUCATION

University of Applied Sciences Munich, Germany | Jan 2003 – Aug 2007

Diploma & Bachelor of Visual Communication Design

WORK EXPERIENCE

Microsoft Lund, Sweden | Apr 2017 – Present

SENIOR PRODUCT DESIGNER | Microsoft Photos App

- Writing scenarios, developing prototypes and driving UR studies to track the user behavior and understand their needs. Out of it defining clear UX design goals and requirements.
- Optimizing the app architecture for a simple, adaptable & user friendly navigation structure.
- Creating consistency of interaction flows and UI design through the entire app.
- Developing new features that provides additional useful benefits and engage new users.

Opera Software AS Oslo, Norway | Aug 2015 – Mar 2017

LEAD UX DESIGNER | Opera.com

- Restructured and redesigned [opera.com](#), with over one million daily users. Created information architecture and designed interaction for user friendly and simple navigation-, page- and content structure and better user flow and delivered smart cross promotion of all Opera products. That increased conversion rate, which alone resulted in 2 million extra downloads a year. Also increased cross selling of Opera's mobile products via opera.com with almost 20.000 leads to app stores per day. Besides that, coworked with user research, analysis, testing and search engine optimization and helped with project strategy and execution with time management.
 - Redesigned Opera's [blog](#), improved readability and usability through new UX- and UI design, that increased the traffic with more than 40%.
-

Interone GmbH, BBDO Hamburg, Germany | Jan 2013 – Jan 2015

ART DIRECTOR | o2 Telefonica

- Created design guidelines for brand- and digital principles for the whole European market.
 - Responsibility for all digital advertising campaigns in Germany for upcoming products and better brand visibility, including budget- and manpower responsibility.
 - Developed full digital experience for the opening of the [o2 Flagship store](#) in Berlin, which consisted of the entire visual look and feel, animations and UX of all devices in the store.
 - Coordinated photo- and film shootings.
-

Kolle Rebbe GmbH Hamburg, Germany | Feb 2010 – Oct 2012

ART DIRECTOR | Tui, Südtirol, Hansgrohe, Warsteiner, Nike.

- Delivered ideas and storytelling for advertising campaigns for all kinds of digital platforms.
 - Coordinated photo- and film shootings for viral campaigns.
 - Created engaging content for social media channels, that caused a big growth of followers.
 - Developed storyboard and visual design for an online games, like for [Südtirol](#).
-

Plan.Net, Serviceplan Munich, Germany | Jan 2008 – Jan 2010

JUNIOR ART DIRECTOR | BMW, Lego, AOK, DWS, Telekom.

- Developed Web-, Motion- and 3D Design-cutting edge solutions for ads and products.
 - Created unique innovative award ideas for all kinds of digital platforms and devices.
 - 1st place New Media Award and Cannes Young Lions Award in Cyber-Competition for my idea and development for an interactive Widget for Videoload Telekom.
-