Dan Baczynski
French Experience designer
merging digital and physical

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WORK EXPERIENCE

UX/CX designer
FITCH, WPP Group, London, UK | Feb 2016 - Today
Work closely with the strategy team to deliver digital products (Websites, e-com, app and digital-in-store) and omnichanel services for brands and retailers across different industries.

Retail design merchandising intern
Garnier, L'Oréal group, Paris, France | Mar - Aug 2015
Worked at the international marketing division to create design furnitures and POS advertisement, closely with marketing teams and suppliers.
Developped the UX/UI for a digital signage.

Interior design intern
MIA Collaboration, Bangkok, Thailand | Sept 2013 - Feb 2014
Hospitality and retail design projects.
In charge of bringing digital in the the structure.

Interior design intern
Atelier K, France | Sept - Oct 2012
Worked on residential project and offices.

ABOUT ME

A culture lover
Born in France to parents Polish and Colombian, having lived for two years in Thailand, I am multicultural.

A maker
The desire to see my projects becoming reality makes me a Maker.

Curious
My curiosity makes me a multidisciplinary designer able to work in several domains and to adapt myself in a given work environment.

An empathic musician
In my daily work, I create and share experiences like I share my music. My design approach is user-centered.

EDUCATION

Dual Master's degree Service Design
Polytech'Nantes | 2013 - 2015
Service design course applied on end of studies project with an engineer student: « Shopping experience in physical store in the digital era.»

Master's degree in UX Design, Tangible Interfaces
L'école de design Nantes Atlantique | 2013 - 2015
Projects and courses based on UX design, creative methodology, law and intelectual property.

Bachelor in Spatial Design
L'école de design Nantes Atlantique | 2010 - 2013
Development of technical design skills.

SKILLS & TOOLS

Service design
Customer definition & Personas, Service blueprint, Touchpoint definition, User journeys, Process map

UX design
User research, Prototyping, Content strategy, Axure, Omnigraffle, Sketch, Invision, Adobe CC

Spatial design
Sketching, AutoCAD, Sketchup, 3DSMax, Fusion 360, Spark AR