



AGNIESZKA THNATOWICZ

AGILE PRODUCT OWNER IN DIGITAL DESIGN

"I simplify innovative media concepts into delightful user experiences that shape the future."



2017-2018

INOAR

INOAR Poland
Marketing Dept.
Wroclaw/ hybrid remote

www.inoar.com.pl



GRAPHIC DESIGNER

- 1.1 **Produced digital marketing content** including: copywriting, images, videos for the e-commerce store (Shopify)
- 1.2 **Developed social media strategies** for Facebook, Instagram and Youtube, and **managed each platform**
- 1.3 **Assisted** in booth design and **created marketing materials** for trade fairs (i.e. banners, flyers, booklets, brochures)
- 1.4 **Handled press relations** with influencers, media outlets, high-end hair salons, and international business partners to generate: brand awareness, product placements, promotions and (digital) content



2018-2019

take me HOME.

TakeMeHome.com
Marketing Dept.
Warsaw/ hybrid remote

www.takemehome.pl



MARKETING SPECIALIST

- 2.1 **Developed digital ad strategies** for Google, Facebook and Instagram to generate customer leads and increase brand visibility online
- 2.2 **Coded digital marketing funnel elements** (HTML 5, CSS, Java Script, Wordpress) including: landing pages, pop-ups, catalogs, promotions and **managed the e-commerce store** (Shopify) plus apps (i.e. chat, email)
- 2.3 **Produced all product content** by organising photoshoots, styling backgrounds with trending props, and editing content for marketing and website purposes
- 2.4 **Managed** registration and participation in **German Design Award 2020** by designing product mockups and presentations, that led to **winning first place**
- 2.5 **Organized** trade fairs in **Warsaw (Home), Cologne (IMM), Dubai (Expo)** and prepared all marketing materials



2020-2022



Testronic Labs
Learning & Development Dept.
Warsaw & London/ remote

www.testroniclabs.com



LEAD INSTRUCTIONAL DESIGNER

- 3.1 **Directed** cross-functional teams (platform administrators, content creators, trainers and developers) to create **software related workshops and assignments** for employees
- 3.2 Designed advanced **e-learning training environment** (Moodle) with innovative, **game-based courses** (Storyline 360) to increase active participation
- 3.3 **Developed** a new **remote onboarding plan** for newcomers across all six departments to cut costs while increasing quality of client services and stakeholder participation
- 3.4 **Managed 50+** training courses in the **Learning Management System (LMS)** using data (INtelligenceboard) to create improve training UX and report on results
- 3.5 **Improved** internal communications by updating company branding and communications through **newsletters, automated email funnels** and **website redesigns**



2022



Nielsen IQ
Global Digital Training Dept.
Warsaw & Budapest/ remote

www.nielseniq.com



PRODUCT OWNER

- 4.1 **Developed the new Customer Service Academy hub** and promotion strategy for employee training
- 4.2 **Created multiple personalized training sessions** for specific business cases of international clients
- 4.3 **Restructured** the latest employee learning solutions globally for **Linkedin Training, Live Workshops, and E-learning Gamification**
- 4.4 **Increased** participation rate for Customer Service Academy by **38%** by implementing a new **UI & micro learning approach**



EDUCATION



2014-2017, Wroclaw, BA program
**Academy of Fine Arts
Industrial Design**



2018-2021, Warsaw, MA program
**Polish- Japanese Institute of
Information Technology
New Media Design**



LANGUAGES:



C2



A2



native



A1



PERSONAL:



Dirk Schäferstraat 5-II, 1076 BA,
Amsterdam, Netherlands



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30.08.1995



SKILLS:

- 5.1 Excellent in **leadership, communication, presentation and public speaking.**
- 5.2 Leading (software related) **assignments and workshops.**
- 5.3 Complex **problem solving** and **strategic mindset.**
- 5.4 **Reliable, stress resistant** and **deadline focussed.**

- 5.5 **Data driven, creative and analytical.**
- 5.6 **Mediation, collaboration, cross-functional team building.**
- 5.7 **Internal and external stakeholder management.**
- 5.8 **Individual and multi-cultural team player.**
- 5.9 **Growth mindset** and **fast learner.**
- 5.10 **Strong attention to details.**



TECHNICAL SKILLS:

- 6.1 **E-learning Softwares:**
Storyline 360, Rise, Powtoon
- 6.2 **Learning Management Systems (LMS)**
Gamelearn, EdApp
- 6.3 **Design Tools:**
Adobe Creative Suite (Illustrator, Photoshop, AfterEffects, InDesign, UX, Premiere, Lightroom, SoundDesign)
- 6.4 **Operating Systems:**
Microsoft & Apple iOS
- 6.5 **Coding:** Basic CSS, HTML and JavaScript
- 6.7 **UI Design:** InVision, Axure, Adobe XD, Zeplin

- 6.8 **Agile Working:**
User Research, Content Strategy, Prototyping & Development, Testing, Collecting & Analyzing Data Metrics, Building Reports, Improvement Implementation
- 6.9 **Marketing Automation & eCommerce:**
WIX.com, Google Analytics, Sotrender
- 6.10 **Data Analysis:**
Made, Storyline Review, InVision, Hotjar, Google Analytics
- 6.11 **3D Modeling/VR Design:**
Rhinoceros, Maya, ZapWorks, KeyShot



INTERESTS:

- 7.1 **Innovation, new media, apps, platforms and metaverse** enthusisast
- 7.2 **Creativity, usability, automation** ninja
- 7.3 **AI, AR, VR, MR & entertainment** devotee

- 7.4 **Blockchain student & Art/ Design/ NFT** admirer
- 7.5 **Sport** enthusiast (rollerblading, yoga, pilates, wakeboard, boxing, tennis, skiing)
- 7.6 **Other: Techno** raver, **vintage** hunter, **doggie** lover

