

# Jakub Nowak

CRO SPECIALIST, UX/UI DESIGNER & FUNDRAISING STRATEGIST



Email: kontakt@jakubnowak.eu | Phone: +48 505 918 833 | LinkedIn: linkedin.com/in/jakub-ux/  
Location: Warsaw, Poland / Remote

Portfolio, projects & case studies: [jakubnowak.eu](https://jakubnowak.eu)

## PROFESSIONAL SUMMARY

Interdisciplinary expert with over 8 years of experience in user-centered design (UX/UI), conversion rate optimization (CRO), and digital fundraising & e-commerce strategies. Proven track record in maximizing conversion rates for NGOs, political campaigns, and startups in the Tech for Good and MedTech sectors. Effectively bridging behavioral analytics with modern interface design. Implementing AI-driven workflows to accelerate project delivery and elevate digital product quality. Specializing in high-social-impact initiatives where UX and fundraising efficiency directly translate into real-world change.

## WORK EXPERIENCE

### Conversion Rate Optimization & UX Design Specialist @ Polish National Committee for UNICEF

11.2025 - Present

- **CRO Strategy & Optimization:** Formulating and executing conversion rate optimization (CRO) strategies. Analyzing user paths and fundraising funnels, identifying barriers and opportunities to maximize conversion rate (CR) and improve Donor Experience.
- **UX/UI Design:** Designing and implementing user-centered UX/UI solutions for websites and campaign landing pages (e.g., one-off donations, regular giving, lead generation). Creating wireframes and high-fidelity interactive prototypes based on data and insights.
- **A/B Testing & Behavioral Analytics:** Planning, launching, and analyzing A/B and multivariate tests. Utilizing behavioral analytics tools (heatmaps, session recordings) to gain a deep understanding of user behaviors.
- **Data Analysis & Reporting:** Analyzing data from Google Analytics, Meta Ads, and payment platforms to prepare data-driven recommendations.
- **User Research:** Initiating and participating in quantitative and qualitative user research (usability testing, interviews, online surveys) to gather direct feedback from donors.
- **Forms & Payment Optimization:** Designing and optimizing donation forms, CTA messages, and payment checkout flows to minimize drop-offs and increase micro-conversions.
- **Cross-functional Collaboration:** Collaborating closely with digital fundraising, 360 campaign, IT, content, and external agency teams to ensure a consistent user experience (UX) across all digital touchpoints.
- **Monitoring & Innovation:** Actively monitoring trends in UX, UI, digital fundraising, and recommending innovative solutions to support business goals.

### Fundraising & 360 Campaign Specialist @ Polish National Committee for UNICEF

08.2025 - 11.2025

- **360 Campaign Strategy:** Creating and managing 360-degree fundraising campaigns across digital, offline, TV, outdoor, and other marketing channels.
- **Media Buying:** Coordinating and purchasing media (TV, digital, OOH, radio, print), partnering with media houses and subcontractors to optimize costs and campaign performance.
- **Online Campaigns:** Managing online campaigns on platforms like Siepomaga, Zrzutka, Facebook Fundraising, etc.
- **KPI/ROI Analysis:** Analyzing and optimizing fundraising activities, monitoring campaign efficiency, KPIs, and ROI to recommend improvements.
- **Partnerships & Vendors:** Collaborating with partners and vendors, negotiating contracts, and supervising external entities supporting fundraising efforts.
- **New Initiatives:** Proposing new fundraising initiatives, identifying potential partnerships and non-standard donor acquisition methods.
- **Trends & Innovation:** Tracking trends in fundraising and charity marketing, implementing innovative solutions in organization campaigns.

## Assistant to Member of the Polish Parliament @ MP Office of Marta Stożek

07.2024 - Present

- **Legislation & Research:** Conducting legal research, drafting bill amendments, and providing substantive brief support for parliamentary speeches.
- **Parliamentary Interventions:** Drafting interpellations, official letters, and coordinating e-delivery mailings. Initiating actions for labor rights, equality, and human rights.
- **Constituent Relations & Booking:** Managing daily email and phone correspondence, organizing MP office hours and scheduling reservations. Handling local and systemic issues.
- **Team Coordination:** Managing workflow across the Wrocław and Warsaw offices, collaborating closely with social organizations, experts, and lawyers.
- **Digital Communication:** Planning, copywriting, and maintaining visual and narrative consistency across the MP's social media channels.
- **Committee Work:** Actively participating in Parliamentary Groups, including the Group for Ending Homelessness.

## Campaign Fundraising Specialist @ Election Committee of Presidential Candidate Adrian Zandberg

01.2025 - 05.2025

- **Conversion Path Design (UX/CRO):** Optimizing online donation flows for a grassroots-funded campaign, focusing on clarity, trust, and conversion rate growth.
- **Analytics & User Research:** Analyzing donor behaviors, running A/B tests, and utilizing analytics data to maximize payment efficiency.
- **Digital Infrastructure Development:** Building and developing forms, landing pages, and user interfaces supporting crowdfunding campaigns.
- **Iterative Optimization:** Accelerating and simplifying donation paths by tracking KPIs (number of donations, average donation value) in collaboration with the technical team.
- **Implementation Alignment:** Integrating UX strategies with the campaign communication team to build emotional engagement and agilely deploying real-time updates.

## Academic Lecturer @ University of Wrocław

02.2023 - 06.2024

- **Education & Workshops:** Conducting academic classes in User Experience Design, digital product design, and Customer Experience management.
- **Mentoring:** Sharing practical, industry-proven workshop knowledge, bridging academic theory with the realities of IT projects and market constraints.

## Product Designer @ Mirumee Software

10.2020 - 05.2023

- **E-commerce & Saleor:** Designing complex e-commerce platforms (e.g., fashion, premium watches, vinyl records using Spotify APIs, personalized perfume).
- **MedTech & AI Design:** Creating AI-based software interfaces for chemists and designing medical applications supporting global south healthcare systems.
- **Tech For Good & SaaS:** Designing immediate financial support apps for Ukraine ("with just 3 taps") and building self-publishing book platforms.
- **Research & Prototyping:** Conducting user research, mapping systemic processes (including service bookings), and building interactive wireframes to validate product assumptions.

## Product Designer @ Kjosk Polska

01.2019 - 11.2019

- **Service Architecture Design:** End-to-end design of a sharing-economy powerbank rental service (from MVP to final user interface).
- **Prototyping & Hardware:** Rapid iterations, digital-physical interaction design, and exploring underlying hardware technology.
- **User Testing:** Usability testing of prototypes with target customers, refining the rental flow, and resolving hardware-physical barriers.
- **Developer Collaboration:** Direct design consultation with the engineering team, creating developer handoff specifications, and iterating on innovative MVP solutions.

## ● TEACHING EXPERIENCE

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### 📖 ACADEMIC COURSES — UNIVERSITY OF WROCLAW (02.2023 – 06.2024)

Program: Brand Communication | Course Lecturer

#### Customer Experience

B.A., Year 2 · Summer Semester

- Designing and teaching Customer Experience Management — elements, research methods, analytics, and customer experience improvement.
- Course topics: Customer Journey Mapping, satisfaction surveys, service design exceeding client expectations.

#### Product and Service Design

B.A., Year 3 · Winter Semester

- Teaching new product and service development processes — from user need research to concepts, scenarios, and business models.
- Course topics: Design Thinking, Service Design, prototyping, user validation.

#### User Experience Design

M.A., Year 2 · Summer Semester

- Teaching UX design fundamentals: usability, utility, aesthetics, accessibility, and emotions in design.
- Course topics: UI design in Figma, user research, usability testing, UX writing, developer handoff.

## ● EDUCATION

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#### Digital Marketing @ University of Warsaw

10.2025 - Present

#### User Experience Design / Product Design (Postgraduate, Diploma) @ SWPS University Wroclaw

09.2021 - 07.2022

#### Brand Communication — Branding (M.A., Completed coursework) @ University of Wroclaw

10.2016 - 06.2018

#### Journalism and Social Communication — Communication Design (B.A., Diploma) @ University of Wroclaw

10.2011 - 06.2014

## ● EXPERT KNOWLEDGE BASE

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AdTech & MarTech, Design thinking, Omnichannel communication, Digital content creation, Legal aspects of business, Research methods in Digital Marketing, Market trends and business practice, Business analysis, Market research and analysis, Digital consumer behavior, E-commerce, Ethics in business, Digital transformation and online business models, Modern digital marketing, Environmental management, Customer Journey Map, Advertising and brand communication, Brand strategy and management, Creative industries and law, Communication design theory, Social campaigns, Cognitive psychology, UX Research in design, Product Discovery, User Story Mapping, Information architecture, Design Sprint, UX Writing, Usability Testing, Developer Handoff.

## ● SKILLS & TOOLS

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#### Specializations:

Conversion Rate Optimization (CRO)

Funnel Optimization

Landing Page Optimization

UX/UI Design

Product Design

Behavioral Analytics

User Research

Usability & A/B Testing

Information Architecture

Service Design

Donor Experience (DX)

Digital Fundraising

360 Campaign Strategy

#### Design & Prototyping Tools:

Figma

Framer

ProtoPie

WebFlow

Photoshop

Illustrator

Indesign

Claude Design

Google Stitch

### Analytical & MarTech Tools:

- Google Analytics
- Microsoft Clarity
- Hotjar
- Livesession
- PostHog
- Meta Ads
- Google Ads
- Mailchimp
- Attio
- HubSpot
- Salesforce CRM

### Tech & AI:

- Claude Code
- Google Antigravity
- Cursor
- Windsurf
- OpenAI Codex
- ChatGPT
- Perplexity
- NotebookLM
- Notion AI
- FlutterFlow
- builder.io
- Wordpress AI

## ● INTERESTS

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Postmodernism, Electronic music, Artificial Intelligence and conversational interfaces, Voice UI, Social design, Civic Tech.

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I hereby give consent for my personal data to be processed for the purpose of recruitment for the position applied for, in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 2016-04-27 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (GDPR).