

ADELINA ZIELINSKA

UX RESEARCHER

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SUMMARY

Certified UX Researcher and MSc Organizational Psychology graduate skilled in Qualitative and Quantitative research methods. Passionate about leveraging research to solve complex human behavior problems. Experienced in translating data-driven insights into actionable strategies for impactful outcomes.

WORK EXPERIENCE

UX Researcher

Freelance / Dec 2023 - Now

- Accumulated 4 years of expertise in conducting independent research, as well as 5 years of reviewing and refining the research conducted by fellow authors, before branching into UX Research.
- Obtained UX Research and Design Certifications and became proficient in applying a diverse range of methodologies into the UX context.
- Successfully executed several end-to-end UX Research and Design projects exemplified in my comprehensive portfolio.

Academic Editor

Cactus Communications / Jan 2019 - Mar 2024

- Reviewed scientific papers in Psychology, Cognitive and Social Sciences to ensure compliance with academic journals' publishing standards.
- Performed in-depth analyses of authors' research methodologies to validate hypotheses.
- Ensured studies met the highest ethical standards while reviewing the work of peer editors.
- Following the latest research and science trends fuelled my curiosity while promptly delivering large volumes of work fostered my time management and organisational skills.

Operations Specialist

Glovo / Sept 2019 - May 2020

- Monitored operations, reported on performance, and analysed data to recommend actionable improvements.
- Applied creative solutions to optimise performance, including A/B testing courier engagement and interviewing stakeholders to resolve process bottlenecks.
- Singlehandedly recruited, trained, and managed a fleet of 500 couriers, achieving top country-wide KPIs.
- Collaborated remotely with a team in a fast-paced startup environment.

EDUCATION

City University of London

MSc Organisational Psychology
- 2015

University of Birmingham

BSc Psychology - 2011

CERTIFICATIONS

UX Design Professional
Certificate

Google Coursera - 2023

UX Research Live
Bootcamp

Memorisely - 2023

Cambridge CELTA

University of Cambridge - 2015

SKILLS

Prototyping | Wireframing
Persona | Journey Map
Usability testing | A/B Testing
In-depth Interviews
Affinity Mapping | ANOVA
Heuristic Evaluation
Competitive Analysis
Information Architecture
User Flow | Presentation
Multiple Regression Analysis
Hypothesis Testing | Surveys

TOOLS

→ Figma
→ FigJam
→ Miro
→ Maze
→ Dovetail
→ HotJar
→ SPSS
→ Google Forms
→ Google Looker Studio
→ UserZoom