

ANETA GUZOWSKA

Digital, Innovations and R&D

PROFILE- EXECUTIVE SUMMARY

I am a Business Analysis Manager with over 20 years of experience in Strategic Digital and UX design. I have a proven track record of leading teams and managing projects on a global scale, particularly in IT development, marketing, digital marketing communication, business analysis, business transformation, strategic planning, E2E measurement, and e-commerce.

My expertise extends to R&D development, Human-Centred Design and UX where I have successfully collaborated on global initiatives to drive innovation and deliver cutting-edge solutions. This experience has enabled me to build a robust understanding of cross-functional and international teamwork, ensuring seamless integration of strategy, technology, and user-centric design.

CONTACT DETAILS

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SOCIAL MEDIA

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motto

"don't make me think"

Steve Krug

AREAS OF EXPERTISE

- IT development leadership
- Digitalisation and Innovation leadership
- Project management leadership
- Agile methodologies leadership
- Digital communication leadership and management
- Digital strategy leadership
- Branding and Comms Strategy Projects leadership and implementation
- UX/UI design leadership and management
- CX leadership
- Human-Centred Design
- E2E (end to end) measurement and reporting management
- Cross functional project and teams management
- R&D Projects leadership and management
- AI projects leadership and management

WORK EXPERIENCE

2022 - **The Stitch Index startup/med.sphere PTY LTD**
present Product Designer/Head of Design/Director/ Founder

Key responsibilities and achievements:

- Close cooperation with UOW/ iAccelerate business incubator
- Best MedTech App (AI) implementation Award 2024
- Product Design
- e-learning/Note-tech AI and video platform for medical professionals and HR companies
- UX design
- Marketing Strategy
- Marketing Communication
- Project development
- The Stitch Index project - World wide medical eco system - Product Design, Business Plan, UX design, Marketing, Marketing Communication
- HANA- crypto currency wallet (UX audit and UX)

2024 - **SolarCloud**
2025 CMO/Head of Design

Innovative Solar Investment Solution

SolarCloud redefines traditional solar energy investment by enabling users to benefit from solar power without installing panels on their own roofs. The platform allows individuals and businesses to invest in off-site solar farms, reducing energy costs while maintaining flexibility and sustainability. This model enhances accessibility to renewable energy, making solar benefits available to a wider audience.

Key responsibilities and achievements:

- Marketing and Marketing Communication Strategy
- SolarCloud mobile App - UX/UI, development
- SolarCloud website

WORK EXPERIENCE

2019 - 2021

Sygnity S.A.
Head of UX/UI

Sygnity has been a prominent player in the Polish IT market for over 25 years. The company's success is driven by its client-centric approach, which fosters trust and long-term relationships with partners.

In my role, I am involved in projects spanning the entire organisation. In 2013, I introduced UX and User-Centered Design practices to the company, and I continue to integrate these principles across the organisation.

I lead development teams while maintaining close collaboration with clients to understand their needs and build strong relationships. As a Client Service Manager for the Public and Banking sectors, I ensure our solutions meet client expectations and drive value.

All projects are delivered using agile methodologies, and I work closely with stakeholders, product owners, developers, and the design team to achieve optimal results.

Key responsibilities and achievements:

- Desktop application for internal and external users for Maritime department (public sector)
- Mobile applications for BGZ Bank, BNP Paribas.
- Search engine Website for Polish Services
- System Design for Sygnity
- Sygnity Website www.sygnity.pl
- New UI for internal app for National Bank of Poland

2017-2019

Randstad Polska

Head Digital&Marketing

Randstad is a global leader in the HR services industry, with €23.3 billion in revenue, offering outsourced solutions across Infrastructure, Resources, Rail, and Property Services industries. Reporting directly to the Management Board, I was responsible for leading management initiatives and driving digital transformation. As part of an international team, I contributed to the localisation of the Design System (both digital and offline), the development of new solutions, and the implementation of digital and marketing strategies.

My role encompassed overseeing user experience, including testing, UI development, and optimisation. Additionally, I managed team operations, ensuring the successful delivery of projects aligned with business objectives.

Key responsibilities and achievements:

- Randstad website for Poland - www.randstad.pl plus AI chatbot
- ATS (HR Candidates Management System)
- Digital Strategy including SEA/SEO, Design system for Amazon (PM for that client)
- Digital self made graphics application (Design System app for branches) – over 320 Unique Users, 700 made graphics by business within 6 months after implementation.
- Implemented external calendar planner for business and end user based on the both sides needs.
- Restructured the Digital and Marketing Team. I rebuilt the areas of expertise of the team based on their skills and potential of the development. Digital Marketing and UX knowledge development within the members of the team.

WORK EXPERIENCE

2015-2016

3M Polska
Digital Manager

3M is a global manufacturing leader with operations in 70 countries. In Poland, 3M employs nearly 3,000 staff and offers a portfolio of over 50,000 products.

In this role, I operated within a matrix structure, reporting directly to a Board Member overseeing Marketing and Development, as well as to the leader of the Global Digitalisation Project based in the USA. I was accountable for spearheading digitalisation initiatives at the local level while actively contributing to the efforts of the international Digitalisation Team.

Key responsibilities and achievements:

- Develop Design System on the local level
- 3M Poland Website development
- 3mcentruminspiracji.pl marketing strategy product design and development
- Implementing global Digital strategy on local level
- Member of the international Development team - Global Digital Transformation Project
- Member of the international Digital&UX Design team
- Close cooperation with global teams and headquarter in USA on UX design projects and digital and marketing strategy
- B2B e-commerce development incl. digitalisation of the products (Global Digitalisation Project)
- Reviewed and revised P&O structure and activities, reducing operating costs by 10%

2013-2014

Sygnity S.A.
B2B Marketing Expert

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All projects are delivered using agile methodologies, and I work closely with stakeholders, product owners, developers, and the design team to achieve optimal results.

Key responsibilities and achievements:

- Performing, coordinating and implementing marketing activities for all sectors
- Creating marketing strategies for individual sectors.
- Strategy in building brand presence on the internet and other media.
- Participating in creation of the new positioning of the brand.
- Implementation of the new Look&Feel of the brand.
- Implementation of refreshed website in accordance with the new Look&Feel
- Development of the new on-line activities – introduction of an external newsletter for the Public department.
- Introduction of the new standards in creating interfaces for the users of the banking sector, using the UX principles.
- Auditing of user interfaces considering the UX for the Banking Department.
- Conducting UX workshops for Developers
- Performing, coordinating and implementing marketing activities for the Public, Banking and Finance as well as Utilities sectors.
- Creating marketing strategies for individual sectors.
- Leading project of the new positioning of the brand.

WORK EXPERIENCE

2001-2013

Plus

Digital Specialist/Digital Project Leader

Plus is one of the biggest polish telecommunication company where my journey has started. It was a place where I got to know everything about Digital, from strategies, Design Systems, UX/UI, Digital Communication to development. I used to cooperate across whole company as a Digital person with Members of the board, IT Developers, Marketing Teams, PR Teams, Sales Teams, Product Owners, Digital Agencies.

Key responsibilities and achievements

- Develop Digital Design Systems for main brand, long term projects and resellers.
- E-commerce website www.plus.pl
- YouTube Channel PlusLab
- Online TV Lookr.tv
- Apps&landing pages for campaigns

EDUCATION

2021 Diploma in Business

2018-2019 UX Design Diploma

2018 HPBP TIAS Tilburg University

2018 HAY Job Evaluation Methodology

2010- 2011 Art Director Diploma

1999-2004 Master Degree Political Science