



Marta Puchert

UX Researcher Insight Specialist

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MY SKILLS

UX Researcher

Trends Research

Market Research

Design Strategy

Design Thinking Facilitator

Workshop Facilitator

Human-Centred Design

Employee & Customer Journey

Service Blueprints

MY METHODS

User Interviews

Surveys / Questionnaires

Field Studies / Ethnographic Research

Diary Studies

Stakeholder Interviews

Competitive Benchmarking

Personas & Empathy Mapping

Contextual Inquiry

Shadowing

Usability Testing

A/B Testing

Card Sorting

Tree Testing

EXPERIENCE SUMMARY

I am UX Researcher passionate about combining research practises with design and business thinking to guide product development and foster innovation.

15+ years of experience in digital and physical product development.

My educational background includes Industrial Design, and Business Innovation, complemented by ongoing studies in Psychology.

PROFESSIONAL WORK

XPRIENCE CONSULTING, Freelance, 2022- till now

UX Resercher, Senior Service Designer

- **Conducted quantitative survey studies on Generation Z** for my psychology master's thesis, exploring the relationship between values and nonconformity.
- **Led an internal HR onboarding project to enhance the employee experience at Liberty Global** – a telecom provider. Guided in-depth interviews with candidates and new joiners to identify pain points, synthesized findings into actionable opportunities, co-created solutions with HR reps and helped create pitches presented to leadership. Delivered a facilitation guide designed to empower the company to run future user-centric projects independently
- **Developed Customer Experiece Fundamentals** – a practical toolkit that helps leaders and UX professionals consistently deliver excellent customer experiences using core CX principles. Currently in the testing phase, the toolkit includes two complementary card decks:
 - **CX Enablers Cards** – presenting 16 core experience principles
 - **CX Challenge Cards** – featuring 96 foundational challenges to identify opportunities for improvement.

ROCKWELL AUTOMATION, Remote, 2021- 2023

UX Resercher, Senior Service Designer (Strategy Dep.)

- **Laid the foundation for a B2B Customer Experience System (CX System)** – a structured consolidation of best practices and standardized tools aimed at maturing CX practices across the organization and improving customer satisfaction company-wide.
 - **Led cross-departmental research** through in-depth interviews to uncover misalignment in persona and journey understanding.
 - **Introduced unified persona taxonomy**, journey standards, and research guidelines, leading to company-wide adoption.
 - **Created an internal research recruitment tool** to streamline coordination and increase transparency.
 - **Conducted usability testing** to refine the CX System.
- **Supported a CX-led initiative** to define critical customer journeys across the entire lifecycle, helping **establish a strategic direction for the next five years.**
 - **Created a heatmap** of opportunity areas by identifying and prioritizing key journeys, combining customer pain points (sourced from surveys and support tickets) with business objectives.
 - **Proposed a unified customer journey framework** in TheyDo and mapped the most critical journeys onto it, integrating relevant insights to support strategic planning.
 - **Created a strategic pitch** highlighting high-impact opportunities and presented it to the board of directors, securing alignment and approval for targeted improvements.
- **Led collaborative workshops** to co-define future service experiences, organizing fragmented inputs into a clear starting point. Created **end-to-end user journeys and backstage process mappings** to ensure alignment across teams.

INNOVATIKA, Warszawa, 2015 - 2021

UX Resercher, Service Designer (Strategy Dep.)

Led Innovation Incubator program for Visa Innovation Studio Europe and its financial partners, using Design Thinking to co-create customer-centric solutions with 25+ cross-functional stakeholders per cohort.

- **Designed and facilitated end-to-end research project and co-creation processes** across industries including payments, mobility, and digital services.
- **Conducted qualitative research**, including field studies, 1:1 and dyadic interviews, usability tests, and value proposition testing.
- **Developed actionable insights** through trend analysis, user segmentation, empathy mapping, journey mapping, and persona development.

Key projects:

- **Subscriptions Payments Made Easy** – Designed a smart subscription management feature for banking apps to help users easily track and cancel unwanted recurring payments. Conducted user research to understand why consumers lose control over subscriptions, and co-created a solution that addressed both user frustration and financial industry goals by increasing transparency, reducing churn, and adding value for all stakeholders.
- **Smart Parking** – Collaborated with Visa and city institutions (e.g., Kraków Parking Department) to co-create a smart parking app. Conducted field research with city officials and users to inform validated prototypes and future-state service concepts.
- **Client-Centric Credit Card Communication** – Improved credit card messaging using behavioral insights.



INNOVATIKA

Foundational

Evaluative

ADDITIONAL SKILLS

English
advanced



Polish
native



Spanish language
intermediate



German
intermediate



Knowledge of Adobe Creative
Suite

Knowledge of Microsoft

Video editing

SolidWorks

Prototyping

Figma

Miro / Mural

ClickUp

I AM

Curious

Problem Solver

A design enthusiast

Empathetic

Dynamic member of the team

Prior to UX Research experience

gestoos

GESTOOS, Barcelona, 2014 - 2015

Design Strategist, Interaction Designer

- **Defined value propositions for internal products** using strategic tools.
- **Conducted foundational user research** to define product functionality, usage scenarios, and information architecture, contributing to early concept validation.
- **Designed and facilitated creative workshop formats.**
- **Applied rapid prototyping and iterative ideation techniques** to explore, test, and refine concepts — balancing user insights with innovation potential.

Key projects:

Metaphor Method – Creative Brainstorming Toolkit - a visual card-based brainstorming tool designed to overcome cognitive barriers and spark lateral thinking.

ROCA, Innovation Lab, Barcelona, 2007 – 2013

Roca

Industrial Designer, Concept Designer (Innovation Lab)

- **Applied a human-centered design approach** to concept development, integrating Design Thinking principles throughout the process.
- **Facilitated co-creation workshops** and cross-functional collaboration with stakeholders from Engineering, Sales, and Marketing to ensure alignment across business units.
- **Leveraged business model frameworks** to ensure feasibility, viability, and strategic fit of proposed solutions.
- **Developed and tested low- to mid-fidelity prototypes** to quickly visualize ideas, gather feedback, and iterate based on user needs and business context.

Key projects:

- **Inflow – Sustainable Wellness Bathing.** Designed a spa-like bathtub experience with lateral waterfall jets, combining minimalist aesthetics with 80% reduced water usage.
- **W+W Water Consumption Awareness.** Designed a space-saving bathroom solution that reuses water from the sink for toilet flushing, reducing potable water use and optimizing functionality in compact urban living spaces.

ASUS, Taipei, 2005 – 2007

Industrial Designer (Design Dep.)


- **Created CMF (Color, Material, Finish) inspiration boards** for IT product contributing to the development of visually and tactilely compelling designs. 
- **Led Future Study innovation projects**, exploring emerging technologies, user behaviors, and speculative design to inform long-term product strategy.
- **Collaborated cross-functionally** with engineering and marketing teams to translate conceptual ideas into manufacturable, market-ready products.

Key projects:

- **karaOK** (Visionary Project, 2005) - a portable karaoke set designed for outdoor use, exploring how ubiquitous connectivity can enhance everyday experiences. The project was one of three concept scenarios aimed at showcasing the potential of internet-based services and the future of connected devices.
- **LCD Monitor Series – 17", 19", 20"** Led the project from concept to production, including trend and competitor analysis, form development, 2D/3D design, model making, and quality review of first sample models and plastic molds. Collaborated closely with engineers and suppliers to ensure design integrity and manufacturability.

BMW and designafairs, Germany, 2005 – 2007

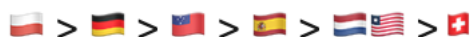
Industrial Designer (Color and Trim Dep.)

- **Focused on color and trim design** for the BMW 1 Series and Siemens cephor 

Key projects:

- **Four custom-designed floor mats** - progressing from initial hand sketches to a functional prototype.

PROFESSIONAL SUMMARY



I'm a UX researcher and service designer with over 10 years of experience across both in-house corporate roles and agency consulting. I've led qualitative research and design initiatives in banking, FMCG, electronics, home appliances, and both digital and physical product development.

With a background in industrial and service design, I specialize in uncovering user needs, facilitating co-creation workshops, and transforming insights into actionable concepts and strategies. I bring a collaborative, cross-functional approach that ensures user-centered solutions aligned with business goals.

EDUCATION

- **Master in Psychology**
University of Business and Applied Sciences, Varsovia (2022 – Present, expected completion: 06.2025) Remote
- **Master in Psychotraumatology**
University of Business and Applied Sciences, Varsovia (2021 – 2022) Remote
- **Master in Industrial Design**
Academy of Fine Arts, Warsaw (1998 – 2004)
- **Master in Business Innovation**
Universitat Politècnica de Catalunya, Barcelona (2013 – 2014)
- **Visual Communication and Design**
Universität der Künste, Berlin (2002 – 2004)
- **Bachelor in Documentary Film Production**
Melchior Wańkowicz College of Journalism, Warsaw (2013 – 2014)
- **Student & Event Organizer** (execution of 3 editions)
Collage of Extraordinary Experiences, Czocha Castle, Poland (2016 & 2018)

SUMMARY

As a **UX researcher** and designer with a background in service, product, and concept design, my multidisciplinary education gives me a unique ability to integrate research, creativity, psychology, and business strategy into the design process.

I hold a Master's in Industrial Design and a Master's in Business Innovation, equipping me to create solutions that are both innovative and practical—balancing aesthetics, usability, and functionality.

My studies in Psychology and Psychotraumatology deepen my understanding of users' emotional and psychological needs, which I translate into designs that are not only visually compelling but also truly empathetic and human-centered.

In addition, my experience in documentary film production enhances my storytelling abilities—allowing me to craft clear, engaging narratives within research and design work. As both a participant and organizer of the College of Extraordinary Experiences, I've strengthened my leadership, creative thinking, and coordination skills in highly collaborative, imaginative environments.

This diverse educational foundation allows me to approach every project with a well-rounded, user-focused, and deeply human perspective.

PATENTS

- Portable karaoke machine - ASUS
- Laptop hinge - ASUS
- Cable coiling system - ASUS

HOBBY

- Pilates exercises
- pastries
- Diving

PERSONAL ACHIEVEMENTS

- Camino de Santiago in 2015 / 775km in 30 days

AWARDS

2011 The 100 Best Ideas | Listed on the list of the 100 best ideas from 2011
Product: W + W

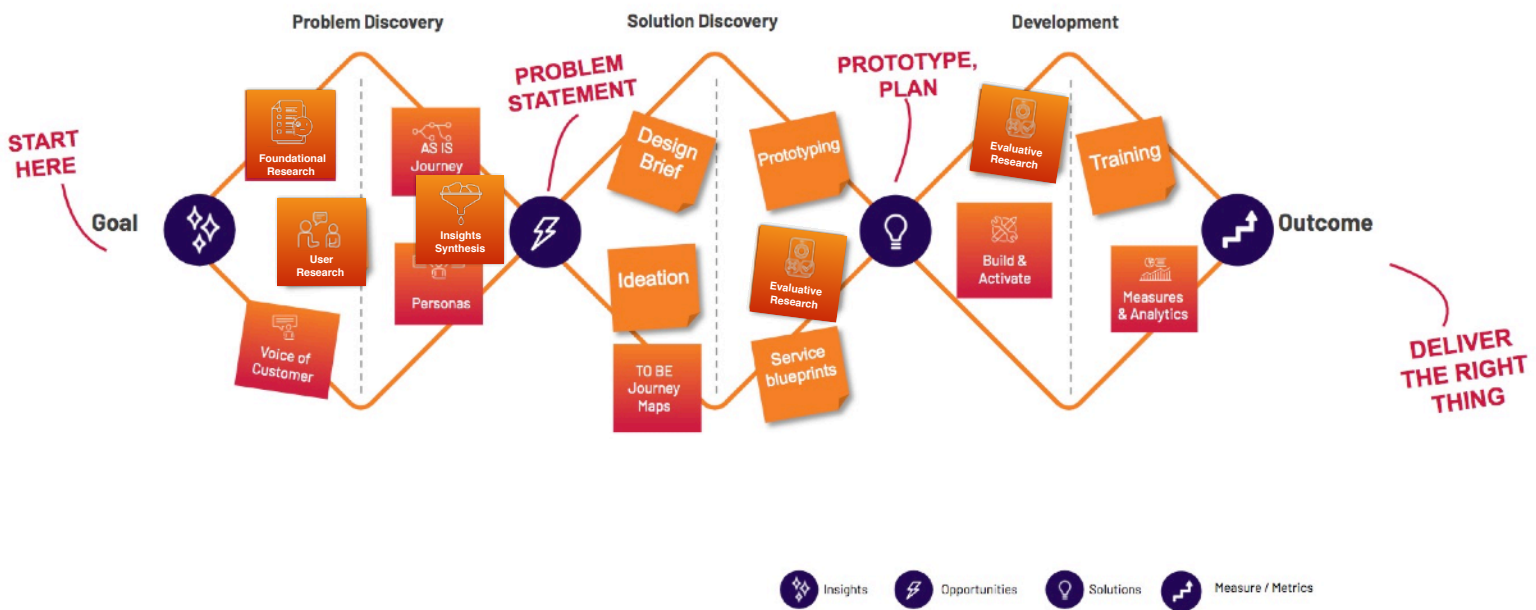
2009 | Design Plus by ISH | The best product presented at the 2009 trade fair
Product: W + W

2010 | The best product of the year in the Environment category European Environmental Design Award
Product: W + W
Lategoria: Industrial Design Award

2006 G-mark Japanese Good Design Award
Product: 42 "LCD TV
Category: Product Design / Audio visual products

2003 3rd place in the "New walls please" contest organized by A.S. Creation and German Design Council

MY PROCESS



MY WORK EXAMPLES

The collage is a comprehensive portfolio of design work, featuring a variety of visual elements:

- Top Row:** A series of yellow boxes with orange borders, each containing a category name: "Knowledge database & Customer Center", "Client-centric credit card communication", "Smart Parking - Visa Incubator", "E-commerce payment habits", "Recurring payments - made easy", "Recruitment Tool", "Customers Taxonomy - CX System", and "Opportunities Alignment".
- Middle Section:** A collection of various UI mockups and diagrams. These include:
 - A "Twój koszyk" (Your cart) page with a list of items and a total price.
 - A "Konto Moje Finanse" (My Finance Account) page with a balance and transaction history.
 - A "Lista płatności: Marzec" (Payment list: March) page with a list of payments.
 - A "Do zapłaty" (To be paid) page with a list of payments.
 - A "Business Partner" form with fields for name, address, and contact information.
 - A "Project Background" section with a list of project details.
 - A "UX Researcher" title in a large, bold, black font.
 - A "Service Designer" title in a large, bold, black font.
 - A "Product Designer" title in a large, bold, black font.
- Bottom Section:** A series of images and diagrams, including:
 - A "CX Enabler Card Deck" with various cards and a "START" button.
 - A "Service Designer" title in a large, bold, black font.
 - A "Product Designer" title in a large, bold, black font.
 - A "UX Researcher" title in a large, bold, black font.
 - A "Service Designer" title in a large, bold, black font.
 - A "Product Designer" title in a large, bold, black font.
- Bottom Left:** A photo of Marta Puchert, a woman with short dark hair, wearing a black jacket. Below the photo is her contact information: "Marta Puchert Portfolio 2025" and "marta.puchert@gmail.com".