



**Marta Puchert**  
Service Designer  
Senior 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 UXResearch 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

Foundational

Evaluative

## MISSION

We don't design **for** users; we design **with** people.

## EXPERIENCE SUMMARY

My passion lies in user-centered research and design—crafting solutions that are innovative, empathetic, and driven by deep user insights. By integrating creativity, analytic and strategic thinking, I translate complex user interactions and behaviors into actionable recommendations and engaging experiences. My multidisciplinary background—including Design Research, Service Design, a Master's in Industrial Design, a Master's in Design and Business Innovation, and ongoing studies in Psychology—allows me to approach user research holistically, ensuring impactful solutions that resonate.

## PROFESSIONAL WORK

**XPRIENCE CONSULTING, Freelance, 2022- till now**

### Senior Service Designer, UX Resercher

- **Conducted quantitative studies** on Generation Z, exploring values and nonconformity as part of my psychology master's thesis.
- **Led a design thinking project** for UPS, guiding the entire process from planning to workshop facilitation and qualitative research. Identified concrete pain points and synthesized findings into actionable opportunities, resulting in changes adopted by company leadership.
- **Developed CX Fundamentals-** a practical toolkit for businesses to apply fundamental CX principles.

**ROCKWELL AUTOMATION, CX CoE, Remote, 2021- 2023**

<https://www.rockwellautomation.com>

### Senior Service Designer (CX CoE), UX Resercher

- **Led cross-functional qualitative research** to assess employee understanding of personas and the customer journey. Synthesized insights to inform the development of a new internal Customer Experience System, consolidating best practices and standardized tools to improve customer satisfaction company-wide. Conducted usability testing to continuously improve the solution.
- **Contributed to the CX roadmap** by analyzing customer feedback from multiple touchpoints (e.g., loyalty surveys, support tickets). Created a heatmap of opportunity areas across the end-to-end customer and partner journey, leading to targeted initiatives that improved customer loyalty and satisfaction.
- **Built an end-to-end customer journey framework** using the TheyDo tool, based on persistent pain points. The framework provided a strategic overview of unresolved challenges and guided continuous improvement efforts.
- **Facilitated cross-team workshops and developed detailed service blueprints** based on secondary research and input from team leaders. These blueprints were used to design and validate new service solutions.

**INNOVATIKA, Warszawa, 2015 - 2021**

<https://innovatika.com>

**INNOVATIKA**

### Service Designer & Innovation Consultant (Strategy Dep.)

- **Led design thinking-based projects** to develop customer-centric products and services.
- **Planned and executed both primary and secondary user research**, including desk research, field studies, and expert interviews with thought leaders.
- **Developed stakeholder maps, conducted trend and competitive analyses**, and produced benchmarking reports to inform strategic direction.
- **Proposed customer segmentation models** and developed comprehensive research plans, including research briefs, discussion guides, and screeners.
- **Managed research participant recruitment** and conducted 1-on-1 and dyadic interviews. Analyzed qualitative data to uncover actionable insights.
- **Developed personas and empathy maps** to support the mapping of current-state ("AS IS") user journeys and identify unmet user needs.
- **Framed design challenges using "How Might We" questions** and facilitated cross-functional ideation sessions to generate and prioritize innovative concepts.
- **Designed future-state ("TO BE") journeys** and collaborated with UI designers to develop and iterate on low- and high-fidelity prototypes.
- **Conducted a range of evaluative research activities**, including usability testing, card sorting, and value proposition testing, using both moderated and unmoderated methods. Synthesized feedback to refine product direction.
- **Developed and deployed social media-based testing assets** to assess concept appeal at scale, enabling broader validation and accelerated design iteration.



## 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

GESTOOS, Barcelona, 2014 - 2015

<https://gestoos.com>

gestoos

### Design Strategist / Interaction Designer

- **Defined value propositions for internal products** using strategic tools such as the Business Model Canvas and Value Proposition Canvas, ensuring alignment with user needs and business objectives.
- **Conducted foundational user research** to define product functionality, usage scenarios, and information architecture, contributing to early concept validation.
- **Designed and facilitated creative workshop formats** to foster cross-functional collaboration, spark ideation, and ensure shared ownership of solutions.
- **Applied rapid prototyping and iterative ideation techniques** to explore, test, and refine concepts — balancing user insights with innovation potential.

ROCA Innovation Lab, Barcelona, 2007 – 2013

<http://www.roca.es>

Roca

### Concept Designer (Innovation Lab)

- **Applied a human-centered design approach** to concept development, integrating Design Thinking principles throughout the process.
- **Synthesized user insights with creative ideation techniques** to inform innovative, user-aligned product concepts.
- **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.
- **Conducted trend and market analysis**, ethnographic research, and exploratory user studies to uncover emerging opportunities and inform early-stage concept development.
- **Developed and tested low- to mid-fidelity prototypes** to quickly visualize ideas, gather feedback, and iterate based on user needs and business context.

ASUS, Taipei, 2005 – 2007

<https://www.asus.com/>

ASUS

### Industrial Forms Designer (Design Dep.)

- **Created CMF (Color, Material, Finish) inspiration boards** for IT product lines, contributing to the development of visually and tactilely compelling designs.
- **Influenced product aesthetics and user perception** by integrating trends, materials research, and sensory design principles.
- **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.
- **Collaborated cross-functionally** with engineering and marketing teams to translate conceptual ideas into manufacturable, market-ready products.

BMW, Germany, 2005 – 2007

### Industrial Forms Designer (Color and Trim Dep.)



- **Focused on color and trim design** for the BMW 1 Series, with a focus on color harmonization, material selection, and visual aesthetics.
- **Developed a concept for four custom-designed floor mats**, progressing from initial hand sketches to a fully functional prototype.
- **Presented the final design to the Head of Design**, receiving positive feedback for creativity, execution, and attention to detail.

## 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, Czochoa 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

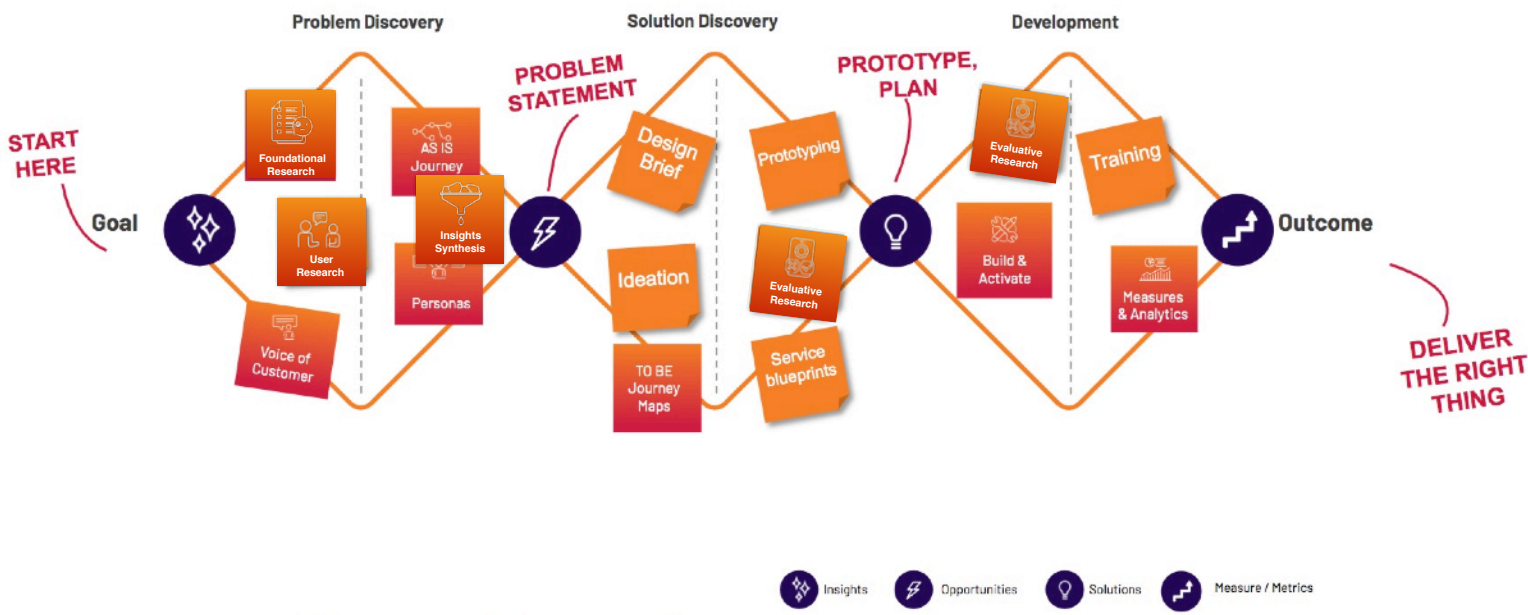
2010 | The best product of the year in the Environment category European Environmental Design Award  
Product: W + W  
Lategoria: Industrial Design Award

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

