KAROLINA SARNOWSKA

Job: UX Designer

Company: BrightHR

I work as a UX Designer at BrightHR, initially within e-commerce team, currently within SaaS product team. I'd like to think that I solve user problems by applying design thinking methods. Previously a Creative Manager and graphic/digital designer with 12+ years of experience.

Supportive	Persistent	Creative

The skills I use most in my job... Problem solving

- UX design, wireframing, prototyping
- User research & testing
- Communication
- Creativity

The most interesting thing I've worked on in my career so far...I've been fortunate to work on many interesting and challenging projects. If I had to choose one, it would be the revamping of BrightHR's website, which focused on improving UX, user journeys and increasing conversions by redesigning elements like homepage product and feature pages, packages and pricing page, optimising the checkout process and many more.

What inspired me into digital and tech...I think I was influenced by my dad, who, despite his strong scientific background, was involved in many creative projects, including a presidential campaign in Poland. He taught me to use CorelDRAW, sparking my interest in design. My curiosity about human behaviour eventually led me towards a career in UX.

My educational background is...I obtained my primary, secondary, and higher education in Poland, earning a Bachelor of Laws and Administration degree before moving to the UK. Here, I studied Graphic Design Communications at Lancaster University, where I achieved a 2:1 BA (Hons) degree. I have been gravitating towards UX for many years and eventually obtained a Professional Diploma in UX Design from the UX Design Institute, accredited by Glasgow Caledonian University.

What advice I'd give to girls thinking about a career in digital and tech... Be brave and follow your passion. Be persistent and nurture your curiosity. Build connections by attending tech events and engaging with various communities and people. Don’t let doubts hinder you from achieving your goals and dreams. Changing careers can be stressful, but it is worth it.