

Beata Giermasińska

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Location: Rotterdam, the Netherlands

Birth date: 21.05.1990



I am a designer with a multidisciplinary background in Service Design, Innovation Consulting, and Brand Strategy. Over the last six years, I developed processes, experiences, and strategies at various scales across the healthcare, real estate, finance, and consumer goods sectors. My design toolset combines system thinking with a human-centered design process. I bring expertise in strategic thinking, experience mapping, creative facilitation, and user research. I hold Masters Degree in Strategic Design and Management from Parsons School of Design, New York.

Work

12/19 – CURRENTLY

CREATIVE STRATEGIST, UNStudio (Amsterdam, The Netherlands)

Developing human-centric design capabilities at UNSx. – Innovation lab for an architecture studio:

- Working in the cross-disciplinary teams to represent the user perspective, to pilot human-centric process for architecture, and drive new business opportunities in service and strategic design
- Defining vision, strategy, and developing communication tools for the newly established UNSx team
- Combining agile service design and system thinking to develop a user-centered processes for varied projects from product to city-scale, using methods such as design sprints, design thinking workshops, 10 types of innovation, business model canvas
- Based on user research, market trends, and systemic challenges identifying strategic insights and envisioning new digital and physical products, experiences, and strategies
- Designing multi-channel experiences and value propositions for high-complexity projects in areas such as healthy living, future of the office, mobility as a service, and more
- Designing and leading in-person and digital collaborative workshops for clients and internal stakeholders
- Project ownership from delivering client proposals, defining objectives, to stakeholders management and reporting

06/19 – 10/19

INNOVATION CONSULTANT (FREELANCE), Galadom (Lublin, Poland)

Facilitating the transformation of home&living shopping mall into a mixed-use development:

- Building the project team, defining project scope, budget, time-frames, and tasks for the team
- Conducting competitive analysis and user research to identify target groups, and business development opportunities
- Translating findings into personas, user journeys and scenarios
- Guiding board of directors through the human-centric design approach, leading strategic workshops to define directions co-create experience concept
- Designing and running public guerrilla testing with users and experts to validate concepts
- Defining the strategic vision and concept including user experience and development scenarios

11/18 – 10/19

SENIOR DESIGN THINKING COACH (FREELANCE), The Impact Week (Nigeria 2018 and India 2019)

Guiding professionals and students through design thinking methodology at the two-week-long design camp. Leading tracks in education (2018) and women's safety areas (2019). Training university tutors and corporate leaders as junior Design Thinking Coaches. Together with Junior Coaches assisting teams of students in identifying community issues, framing the problem, and rapid concept development. Applying empathy and storytelling to enable engagement.

07/17 – 06/19

SERVICE DESIGNER, Touch Ideas. (Warsaw, Poland)

Delivered high quality user research and service design work for following projects:

Product strategy for Black Red White, a leading furniture manufacturer | Digital and physical retail concept for Plon, a made-to-measure suits brand | End-of-life care digital toolkit for Father Pio Hospice | Opportunity areas in Poland for Nationale Nederlanden | Business venture concept focused on social good for ING Group

- Multidisciplinary collaboration with various stakeholders and experts
- Planning scopes and conducting user research (at-home user and expert interviews, service safari, observations), quantitative data analysis and desk research
- Translating findings into stories, maps, and presentations with tools such as persona, customer journeys, experience maps, ecosystem maps
- Developing frameworks focused on business and user needs to define new value propositions for brands, products, and services
- Crafting and delivering client-facing presentations
- Creating prototypes and wireframes and click dummies, running testing sessions with users and experts
- Designing and leading creative workshops
- Conceptualizing and defining user experience, solutions, and strategies
- Project ownership, planning, documentation, and reporting

07/17 – 06/19

SENIOR BRAND STRATEGY MANAGER, DFO International (Budapest, Hungary)

Leading the Brand Strategy strategy team of ten for a Fashion Management Group focused on the Chinese market at the head office. Creating brand and product strategies for retailers, and fashion brands. Facilitating consultancy sessions on buying behaviors and market trends. Leading in-house brand creation from ideation to product launch. Initiating sales data analytics for all products sold, developing and distributing trend reports as a new business model.

Previous work experience

01/16 - 12/16

BRAND STRATEGY MANAGER, DFO International (Budapest, Hungary)

12/14 - 12/15

ASSISTANT BRAND MANAGER, DFO International (Budapest, Hungary)

08/14 - 11/14

COMMUNICATION AND DESIGN INTERN, Defo Labor (Budapest, Hungary)

06/14 - 08/14

SET PRODUCTION ASSISTANT, Warner Bros (UK, London)

06/12 - 08/12

INTERIOR DESIGNER ASSISTANT, Design Studio Aneta Wójcik (Lublin, Poland)

Education

09/16 - 05/18

PARSONS SCHOOL OF DESIGN (USA), MSc Strategic Design & Management

09/11 - 05/14

UNIVERSITY OF EDINBURGH (UK), BA with Honors Interior Design

09/09 - 09/11

UNIVERSITY OF EDINBURGH (UK), Performance Costume

01/13 - 08/13

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY (AUSTRALIA), Interior Design (Semester abroad)

Tools

SKETCH: highly proficient

INVISION: proficient

ADOBE CREATIVE SUIT: highly proficient

AUTOCAD: proficient

Languages

POLISH: Native

ENGLISH: Native level

HUNGARIAN: Intermediate

GERMAN: Intermediate

Skills

DRAWING

ANIMATION

PROP-MAKING

SAWING

BEE-KEEPING