

Justyna Maculewicz, PhD

UX Leadership//Product Design//Sound Interaction

I am a UX Design and Research Lead with a passion for truly multimodal and embodied solutions crafted according to the highest standards.

My experience covers:

- Product and UX lead in projects covering multimodal interfaces e.g. autonomous drive (AD) and digital products (Utopia Music).
- UX development and user research at every stage of the design process (from problem definition and ideation up to the final market-ready delivery).
- UI design complying with the functional and emotional requirements.
- Collaboration with various stakeholders within the companies and partners from other industries.
- Improving ways-of-working for the design and development teams.
- Development of the long-term strategies for sound interaction in automotive (assisted and non-assisted drive).
- Lectures and workshops.

Vinfast UX/UI Lead

April 2023 - October 2024

UX/UI Lead

- Design of the full digital in-car experience for VF3
- Assisted Drive strategy and interface design
- Redefinition of Sound UX for Vinfast

Utopia Music Senior Product Designer

Mar. 2022 - February 2023

Senior Product Designer

- Development of the tools for music industry
- Work across the whole UX development process
- UX research
- UI design

Volvo Cars UX Designer and Researcher Gothenburg, Sweden

Mar. 2017 - Feb. 2022

Senior/Lead UX - Assistive and Autonomous Drive

- Research
- Defining UX challenges
- Cross-departmental collaboration and agreements on the prioritised topics
- Planning work for the team (long and short term goals)
- Exercising design drivers and defining flows and metaphors to follow
- Iterative design (short increments)
- Multimodal concepts, tests, and deliveries for the right-here-right-now as well as the future implementations

UX Lead in Sound Interaction in Intelligent Cars project

- Development of methods for sound interaction design in automotive
- UX research: Interviews, Impact Map, online surveys, in-car testing, etc.
- A shift from warning-approach to proactive and intuitive sound interaction
- Development of market-ready solutions to reduce motion sickness and increase trust in AD
- An interview in Wall Street Journal covering the project

Other:

- Development of UX education for fellow UX designers
- Guest lectures at Zurich University of the Arts and Edinburg Napier University

Aalborg University Copenhagen, Denmark

Mar. 2013 - Feb. 2017

Sonic user experience design for autonomous driving, Hyundai Motor Company

- State of the art research on human-machine interaction patterns and sonic interaction design in cars
- Experimental design and statistical analysis of the user tests
- Specifying requirements and drawing actionable insight from data
- Management and planning of the project
- Control of a project development
- Communication between various project parties

Students Supervision: audio and tactile user interaction design and methodological considerations.

Teaching (courses):

- User Experience Design in Multimodal Environments (MSc level)
- Design and Analysis of Experiments (BSc level)
- Perception course (BSc level).

Phd thesis: Rhythmic-based audio-haptic feedback for motoric tasks;

Advisors: Professor Stefania Serafin and Professor Lise Busk Kofoed.

Adam Mickiewicz University Poznan, Poland

Sep. 2005 - Nov. 2011

- Master degree in Cognitive Science
- Bachelor degree in Acoustics
- Teacher (Psychophysics, Logic).

justynamaculewicz.com
justynamaculewicz@gmail.com
+48 572 72 4364