

# Justyna Maculewicz

I'm a well seasoned UX leader, UX designer and UX researcher with 8 years of industry experience and PhD in Media Technology.

## CORE STRENGTHS

- UX design and research at every stage of the design process
- UX and team lead - listen, guide, and connect
- Strategies, stakeholders management and way of working improvements (chaos control)

Tools: Figma, Max/MSP, Notion, SPSS

Languages: Polish (Native), English (Fluent)

## PROFESSIONAL EXPERIENCE

**UX/UI Lead** | Vinfast | Vietnam

04/2023 - 10/2024

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- Design and project management for the digital in-car experience (VF3 model) - strategy, wireframes, mockups, UI design, Design System, testing, project management, stakeholders management.
- Assisted Drive - benchmark, strategy and interface design.
- Redefinition of Sound UX for Vinfast - analysis, strategy (hardware and software update), user tests, requirements, collaboration with sound designers.

**Senior Product Designer** | Utopia Music | Remote

03/2022 - 02/2023

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- Development of the tools for music industry (Heartbeat and Accelerate)
- Work across the whole UX development process
- UX research - exploration and strategic development
- Customer lifecycle management (CLM)
- UI design

### **Leading UX Designer - Assistive and Autonomous Drive**

- UX Research
- Defining UX challenges
- Cross-departmental collaboration and agreements on the prioritised topics
- Planning work for the team (long and short term goals)
- Design principles, design drivers, 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
- Design sprints
- Brand story

### **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 autonomous cars
- An interview in Wall Street Journal covering the project and several other publications

### **Other:**

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

## **EDUCATION**

**PhD** | Aalborg University | Denmark

03/2013 - 02/2017

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- Phd thesis: Rhythmic-based audio-haptic feedback for motoric tasks;  
Advisors: Professor Stefania Serafin and Professor Lise Busk Kofoed.
- Teaching (User Experience Design in Multimodal Environments, Design and Analysis of Experiments, Perception course)
- Students Supervision

**MSc, BSc** | Adam Mickiewicz University | Poland

09/2005 - 11/2011

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