

I'm a designer by heart. Informed by data, driven by empathy.

9 years industry experience

Focused on user experience and visual designs in consumer mobile & web-based interfaces. Hands-on expertise in designing end-to-end customer experiences in a startup with 150 million MUU's.

Agile & lean development

I love to see how the combination of these two can drive transparency, feedback & trust.

Informed by data

I know how to use data to shape a product vision, inform decisions, create & test hypotheses, validate results and most importantly bring value for users.

Driven by empathy

It's not about the product, it's about people. It's not about the features, it's about the problems they are solving. I'm a user advocate. I strongly believe that design can improve people's lives.

Work Experience

Co-founder / Product Designer at Merkato

12.2018 - present

Merkato is an app in Poland (for Android & iOS) that connects local people who want to sell or buy used stuff on the fly. I was responsible for every design aspect from building the product to improvements across the whole AARRR funnel.

- From idea to MVP and 10k users.
- 1mln PLN in total items value.

Product Owner at Brainly

8.2016 - 7.2018

I had the pleasure of leading very talented people in a cross-functional team focused on the Brainly native apps (for iOS & Android). I facilitated our process (build, measure and learn) to validate product ideas to drive user growth, engagement and retention.

- Maintained the highest velocity of the company's scrum teams.
- Redesigned the Android app in accordance with Material Design (gained an increase in our engagement metrics and velocity in our sprint cycle due to more structural design and development).
- Ideate, build & validate the "Rating in the app" feature which drove the Google Play rating to 4.7 (the highest ever for Brainly apps) & also created the additional channel of user feedback, which is helpful in formulating new product ideas.
- Awarded as the most passionate person in the yearly "Brainly Heros" internal awards.

Brainly is the place to learn, for students, by students. The world's largest social learning network and one of fastest growing internet businesses in the EdTech space with 150 million monthly users. Currently available in 35 countries. \$68.5M funding (including Naspers and General Catalyst)

Product Designer at Brainly

8.2015 - 8.2016

I spent time designing end-to-end experiences for Brainly mobile apps (iOS & Android). Working in a lean & agile environment with a cross-functional team. Conducting A/B and multivariant tests across markets with a goal to increase our core KPI's and release globally. Conducted remote user testing & deep data analyses to formulate new product hypotheses and ideas.

- Lead the design effort for new answer ability (the first major change to the answering experience since 2009) which resulted in a major increase in user retention and conversion to answer. Lead designer in the user testing team (involved in creating hypotheses, task scenarios, writing a script and analyzing results).
- Designed the "Ranking" feature on Android (increase in conversion to answer) that laid the groundwork for other internal tools for community and moderators.
- Promoted to Mobile Product Owner
- Reduced expenses on software & solved brand consistency problem by proposing Canva as a design tool for country managers. Managed their transition to Canva (by building the brand kit, templates and organizing workshops along with other designers)

Product Designer
mateusztatara.com
2010 - present

Guiding and helping companies drive business value through product design. I had the pleasure of forging long-term cooperation & project-based support for companies and startups.

**Founder of
Resume Angels**
5.2014 - present

Professional & creative resume template boutique, created to help people stand out from the crowd & speed up the process of building their resume. I think about it as my small laboratory - I love to experiment. I'm responsible for every aspect: from customer service to design and from customer development to building acquisition through different channels.

- Performed deep dive analyses from the past 4 years (including traffic sources, listings conversion rates, competitors analysis, user feedback, Etsy SEO) Created a new product development process and a list of experiments. In 2 months I managed to gain a major increase in traffic & conversion rate and rebuild revenue stream from \$150 to \$1300 a month.

**Co-founder
of MaturaUstna**
2014 - 2015

An educational platform related to home-learning and exam preparation (upper high level). The learning experience was based on 82 video lessons and interactive materials (online tests and quizzes).

- More than 16k registered users & one of the biggest Facebook profiles connected to an educational subject.

**Co-founder
of Skillflow**
2012 - 2013

Inspired by the social movements of education in the U.S. (skillshare.com) decided to assemble a team of enthusiasts to share practical knowledge and promote a similar offer in Poland. Our initiative has inspired hundreds of young people to develop and share their skills. As a part of Skillflow, we organized a series of public workshops in Gdansk and Krakow.

Education & Courses

**University of Economics
and Computer Science in Krakow**

2006 - 2009

Bachelor's degree in Internet technologies

**Leading Teams in the Digital Age
at HyperIsland (online)**

2016 (6 weeks)

Essentials of modern teamwork in the changing workplace of today.

**Digital Marketing Online Course
at HyperIsland (online)**

2017 (6 weeks)

Create and execute digital marketing strategies across the entire funnel from acquisition to retention.

Activities & Hobbies



Life-long learner in love with online learning possibilities



Podcast maniac, especially Interview, business & design related



Productivity and time management enthusiast



Traveler, my backpack is all I need



Snowboarder and recent cross-country skier



Head Chef in my own kitchen ;)