



MELANIE GIERSZAL

CONTACT

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📍 Warsaw, Poland

UX RESEARCH

EDUCATION

2012 – 2015

M.A. in Cognitive Sciences

UNIVERSITY OF OSNABRUECK, GERMANY
NICOLAUS COPERNICUS UNIVERSITY, POLAND

Focus:

- Human-Computer Interaction
- Cognitive Psychology

2011 – 2012

Postgraduate studies in Business planning and strategy

POZNAN UNIVERSITY OF ECONOMICS, POLAND

2008 – 2011

B.A. in Applied Linguistics

ADAM MICKIEWICZ UNIVERSITY, POLAND

Focus:

- Translations
- Intercultural communication

SKILLS

- Curiosity & proactiveness
- Scientific and data-driven approach
- Taking over initiative and ownership
- Cross-department collaboration
- Interpersonal communication
- Critical thinking

LANGUAGES

- Polish (Native)
- German (Native)
- English (Fluent)
- Spanish (Communicative)
- Swedish (Basic)
- Russian (Basic)

TOOLS

- Microsoft Excel (Advanced data manipulation)
- Survey tools (e.g., Alchemer, Survicate, Google Forms)
- Usability testing tools (e.g., Sharewell, Lookback)
- Analytics tools (Google Analytics, Firebase, Hotjar, Clarity)
- Project Management Tools (Confluence, Jira, Trello, Miro)
- Familiarity with design / prototyping tools (Figma, Sketch, Canva)
- Basic knowledge of SQL (Google BigQuery)

PROFILE

Multilingual, Baymard Institute-certified UX Professional with about 10 years' experience. Specialized in quantitative methods yet skilled across diverse research approaches. My most recent interest is data visualization to share insights in the most engaging and actionable way possible. Ambitious to lead cross-department projects from a UX Research perspective, ensuring decisions balance user needs with business goals.

WORK EXPERIENCE

G2A.COM

Senior UX Researcher

2023 – PRESENT

Significant projects:

Yearly User Report

- Led a cross-department initiative to create periodic reports from surveys and internal data, developing a comprehensive user profile with socio-demographics, shopping, and gaming behavior.

Mobile App Optimization

- Developed an adaptive UX strategy for the G2A Mobile App aligned with evolving business goals and KPIs.
- Implemented app-specific research tools.
- Addressed user needs and pain points through diverse research methods.

Maternity leave

2020 – 2022

UX Research Lead

2017 – 2020

- Mentored team through research decisions, guiding methodology choices and project prioritization, without direct line-management.
- Led multivariate testing on order fee levels, placement, and presentation, driving significant financial growth for the company
- Led a cross-functional Conversion Optimization Team comprising managers from multiple departments.

UX Researcher

2016 – 2017

- Used card sorting & tree testing for the main website navigation redesign
- Conducted on-site and remote usability tests on the new product page
- A/B tested various hypotheses via Google Tag Manager

OptiSpace

2023 – Present

Analyst

Building internal procedures for a real-estate startup, creating reports for occupancy, payments arrears.

Earlier Experience

Social interpreter at SPuK (Osnabrück, Germany)

2014-2015

Research assistant at University of Osnabrueck (Germany)

2014

Intern in the Neuromarketing Department at Millward Brown
(Warsaw, Poland)

2013

International Recruitment Consultant at GP People

2012 – 2013

(Torun, Poland)

RESEARCH METHODS

- A/B and Multivariate Testing
- Moderated and unmoderated Usability Testing
- Expert Reviews, Heuristic Evaluation, Usability Audits
- Surveys, Data Analysis
- Card Sorting, Tree testing, First Impression
- In-depth Interviews