



# TOMASZ ŚWITAŁA

Digital Leader with over 20 years of experience and a comprehensive background in UX/UI design, e-commerce, analytics, SEO strategy and tech.



View my resume online!

[linkedin.com/in/tomasz-switala/](#) [ux@tomaszswitala.com](mailto:ux@tomaszswitala.com) +48 601 996 386

## EXPERIENCE



### DIGITAL INTELLIGENCE DIRECTOR

2023 - NOW @BRAND NEW GALAXY (BNG)

Leading a digital analytics and SEO unit, responsible for strategy, implementation, and reporting on analytics and A/B testing, SEO auditing, and research, collaborating with e-commerce SEO teams for multiple global clients, while also establishing a company-wide initiative to optimize AI-related activities and build knowledge.

#DATA #AI #E-COMMERCE #D2C #A/B TESTING #CRO

### CUSTOMER EXPERIENCE DIRECTOR

2021 - 2023 @SPACECAMP (BNG)

Leading a User Experience Team focused on UX design and audits for web and mobile apps and marketing pages for global clients, innovating workflows to integrate SEO with UX for an SXO approach, and optimizing in-house processes through internal interviews and research, while strategically overseeing and enhancing the entire customer experience journey.

#UX #CX #SEO #RESEARCH

### USER EXPERIENCE LEAD

2020 - 2021 @CHEIL

Leading a team of UX & UI designers and a small R&D unit focused on researching and designing web/mobile applications and custom tech solutions for customers in Europe and the US, while also building and optimizing various pages on samsung.com, including landing pages and advanced buying configurators, and collaborating closely with a team of data scientists to enhance the e-commerce experience on Samsung's e-store for direct sales and major retailer partnerships.

#UX #E-COMMERCE #TECH #R&D

### DIGITAL PRODUCTION SUPERVISOR

2018 - 2020 @CHEIL

Supervising a team of animators, copywriters, designers, and web publishers to deliver high-quality digital outcomes, while building and leading a User Experience unit that provides tailored UX services for Samsung's marketing activities in collaboration with the creative department.

#DESIGN #CREATIVE #RETAIL #O2O

### ADDITIONAL ROLES

I have worked as a **Desktop Publishing Specialist** at Ajaks (2004-2010), where I sharpened my skills in image handling and desktop publishing for digital articles, a job that later shifted me to the position of web and **Graphic Designer** at Direktpoint (2010-2012) focusing on information architecture and usability for websites and applications. Such was the background in which I held the position of an **Interaction Designer** at Nowoczesna Firma (2012-2014), designing responsive interfaces while doing usability plus A/B testing enabling my careers in UX/UI at WEBINTERPRET (2014-2017) where I mingled business requirements with user oriented design approach within an agile environment. This eventually led to my role as **UX Designer** for Samsung.com at Cheil in 2018, where I was designing, measuring and enhancing user engagement for marketing campaigns and developing tech solutions connecting online & offline Consumer Journeys for global retail stores.

## SUMMARY

I was building, leading, and growing multiple interdisciplinary Teams. Coached juniors, helped regulars grow, and challenged seniors. Building trust and managing effective cooperation with multiple dev Teams in almost every technology and framework on the market. I have an extensive knowledge of multiple e-commerce platforms and processes.

### MY PASSIONS

#WOODWORKING #MUSIC PRODUCTION #GAMING #SIMRACING #COMPETITIVE SHOOTING #COOKING #TRAVEL

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