

MACIEJ BIEGAŃSKI

CURRICULUM VITAE

PERSONAL INFORMATION

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PROFILE

- I have been working in the internet business on an international level for over 12 years, including 8 years with project management related positions (Product Manager, Development Manager, Project Manager, Senior Producer).
- Currently strongly focused on the product management, development of new features, functional prototyping and business analyze, combining various business requirements into logically consistent solutions.
- Proficient in web usability and information architecture. Documented successful long-term cooperation in many projects as an external usability & user experience expert / consultant.
- Wide practical technical knowledge combined with the understanding of business goals and common sense approach to strategy of online product development.
- Experienced with the solutions/applications optimized for industry standards (SLA defined), serving under heavy traffic, processing millions of records daily, integrated with external platforms and payment / financial systems.
- Effective work in multinational environment, cooperation with teams located in different time zones (Europe, US, Russia).
- I've spent many years learning different views of the web and e-commerce. I know the end user's perspective, usability guidelines & practice, common business needs, suitable IT solutions and practice of project management.

MAJOR ACHIEVEMENTS

- Author of functional design / business logic for scalable and configurable classified engine. Solution created can be localized for any generalist or vertical website without any additional development as designed as out-of-box. The classified site engine is core business of the Company and is being continuously developed.
- Establishing Trader Media East Competence Center organization. Recruitment, close cooperation with sub contractors, leadership over the Competence Center projects, set up of procedures for development, reporting, deployment and maintenance.
- At Trader Classified Media responsible for the design and rollout of an innovative methodology for assessing classified website usability. The assessment process was implemented across the company's 65 sites in 22 countries. This allowed Company to identify improvement areas as well as replicable Best Practices, which were copied across the Company, with significant business benefits.
- Implementation of leading classified websites in Poland, Russia, Hungary, Ukraine, Croatia, United Kingdom, United States.

PROFESSIONAL EXPERIENCE

Product Manager

Sensi Soft Ltd.

August 2007 – present

Creation of the business logic of the SensiAds – software platform for classified websites. Analyze of the market requirements, UML modeling of the new processes, functional prototyping and preparation of business specifications. Leadership over implementations of the platform (setup of the new sites with specific custom development elements). Supervision over the platform functional consistency. Software is currently used in UK (10 websites), USA (40 websites), South Africa (4 websites), Poland (4 sites)

Development Manager

Trader Media East (f. Trader Classified Media)

February 2005 – July 2007

Managing of the Competence Center Development Team (mainly java, 25+ outsourced developers. Functional design of the “toolkit” platform (universal engine for classified websites). Creating of the development organization, standards and procedures. Day-to-day communication with Project Manager, QA and Product depts. Co-ordination of the team's activities in regard of a releases' schedule. Planning of development and deployment of the platform for 6 countries.

Usability Consultant

Independent Consultant - bieganski.eu & 4ux.eu

February 2002 – present

Web usability / user experience and architecture consultant. Creating usability reports and audits for websites (e-commerce, classifieds) and products. Strategic cooperation as a external usability / information architecture consultant in whole development cycle of the projects (long-term relationship). Working out user oriented processes and challenging user experience of existing products. Redesigning web sites layout & architecture, adjusting them to end-user needs and expectations. Preparing and coordinating workshops / trainings for product and development teams.

Online Project Manager

DigitalOne, Euro RSCG

September 2004 – February 2005

Responsible supervising of web applications development for TELEKOMUNIKACJA POLSKA web projects (mainly for TP Multimedia Department). Responsible for day-to-day contacts with Client, technology and design team.

Project Manager

Becomo.com

March 2003 – August 2004

Responsible for daily maintenance, supervising and developing TELEKOMUNIKACJA POLSKA services, mainly corporate site: www.tp.pl. (Manager of “TP Rebranding Project - Web”). Developing and assessing of the new functionalities, technical support for product/marketing team. Responsible for contacts with Client and technology team.

Senior Website Producer

TP Internet

May 1999 – February 2003

Responsible for daily maintenance and developing TP web services, including mainly “Neostrada” Project. Establishing functionality, selecting subcontractors and supervising development process. Leader of the development team. Producer of: www.idea.pl, www.neostrada.pl. Promoted from Webmaster to Website Producer, then to Senior position.

Website Producer/ Project Manager

Brains

January 2000 – February 2003

Managing projects, defining functional requirements, creating and implementing service software. Negotiating prices with clients and subcontractors.

SKILLS

English

Language Course – Business English	Advanced Corporate Training Warsaw
Language Course – Advanced English	2002 – 2003, 2005 – 2006

Professional Knowledge

- Proficient knowledge of UI prototyping and functional design
- Working knowledge of the Enterprise Architect and Axure software
- Managing of the software development process
- Experience in the development and maintenance procedures
- Strong communicator with attention to details
- HR and communication skills (verbal and written)
- Managing (production) of internet projects
- Working knowledge of issue tracking systems (TT, RT) and time tracking tools
- Excellent knowledge of Web Usability Engineering issues
- Proficient knowledge at information architecture and navigation principles
- Good knowledge of information visualization theory and HCI
- Good knowledge of www usability test issues
- Working knowledge of Perl (applications developing/programming)
- Very good knowledge of communication rules and best practices of reporting
- Very good knowledge of Windows & Linux systems

Interests

- Photography,
- Usability testing/engineering,
- Film
- Member of the Usability Professionals Association (UPA-I)
- Member of the Interaction Design Association (IxDA)
- Member of the usability professionals community in Poland

Recommendations

- [Linked-in recommendations](#)
- Reference letters upon request
- Contact numbers to employers upon request