



Lesz Ratajczak

UX/UI solutions made easy

I'm a passionate design thinker who helps organisations and companies translate their vision and objectives into sleek and elegant web and mobile solutions. I focus on user centric digital experience design, user interfaces, scalable architecture, latest technology, best practice, and accessibility.

My design portfolio: lesz-design.com

In his quest, Lesz incorporates:

- Data-driven research with the most efficient technology and solution design.
- Proof-of-concept prototyping and excellent stakeholder communication.
- Aesthetic web/mobile presentation with a focus on clean, purpose-driven minimalistic design.
- Business objectives' appropriate architecture design and success metrics.
- Accessibility standards for all users regardless of platform or device.

WORK PROFILE

Principal Digital Product Designer

Health NSW – eHealth Department

June 2022 – present

- Designed intuitive UI's in Figma and guided the ReactJS implementation of various mobile apps as extensions of web platforms, ensuring a seamless experience across devices.
- Developed an online component library in HTML/CSS/JavaScript based on Oracle Redwood standards for custom ReactJS projects.
- Translated complex web systems into mobile-friendly experiences with outcome-driven, intuitive user flows.
- Delivered web and mobile designs in line with WCAG 2.1 Level AA accessibility standards.
- Built a reusable mobile component library in Figma to standardise patterns and accelerate ReactJS development.
- Produced high-fidelity, interactive prototypes in both Figma and HTML/CSS/JavaScript for stakeholder engagement.
- Created branding variations in Figma tailored to specific user groups and organisational needs.
- Applied front-end development skills in HTML/CSS/JavaScript, ReactJS to ensure technical feasibility of designs.
- Provided UX leadership and strategic guidance to senior stakeholders, influencing key product decisions.

Principal Designer and Frontend Developer

Department of Customer Service NSW (DCS)

February 2019 – June 2022

- Designed a solution workflow and brand alignment of the Life Events project with the nsw.gov.au website to provide a seamless user experience.
- Designed a web architecture for the Life Events website transition from a "services on the page" structure to a modular and headless solution, delivering a flexible, reusable content library.
- Optimised and deployed the first postcode-based NSW COVID-19 Interactive Map for mobile devices at nsw.gov.au to inform citizens about hotspots and potentially infectious areas.

WORK PROFILE - continue

- Created front-end design and implemented a web solution for the COVID-19 Business Registration form, which established standardised responses to pandemic crises and allowed customer feedback on safety measures.
- Designed and built a front-end prototype and proposed solution architecture for the Australian Death Notification Service (ADNS).

Senior UI/UX Designer, Principal Frontend Developer

TAFE Digital

April 2013 – February 2019

- Designed UX/UI, created solution architecture, and managed the implementation of Skills for Business, an initiative of the NSW Government and TAFE NSW.
- Led design for the creation of the TAFE Digital Design System.
- Delivered agile development models for the TAFE Online Brand Style Guide.
- Designed and managed the online implementation of the award-winning SuperCoach NRL (Best Digital Campaign at the PANPA Advertising and Marketing Awards).

Senior Web Producer (short term contract)

TAFE NSW

January – March 2018

- Designed and produced **TAFE Enterprise** - TAFE NSW business-facing website.

Senior Web Designer, Frontend Developer

TAFE Western Sydney

July 2010 – April 2013

- Designed and produced the entire range of websites and web-based applications.
- Contributed to the transformation of the Western Sydney Institute - WSI brand into a leading online TAFE platform.

Web/Graphic Designer/Multimedia Producer

Football Federation Australia (FFA)

July 2006 – July 2010

- Designed the front-end of Football Federation Australia website (2007 to 2012) - footballaustralia.com.au.
- Designed the front-end of Australian Professional Football League A-League website (2007 to 2012) - a-league.com.au.
- Designed and produced branding and all collateral material for SONY: The Business of Football Meeting (58th FIFA World Congress in Sydney).

OTHER SKILLS AND KNOWLEDGE

- Excellent written and oral communication skills, including strong facilitation skills.
- Ability to work as part of a multi-disciplinary team in an agile development environment.
- Advanced knowledge and demonstrated experience in Human-Centered Design (HCD) practices and Design Thinking.
- Excellent design capabilities developing journey maps, personas, empathy maps, service blueprints, and other HCD artifacts.
- Demonstrated ability and experience in conducting user research.

SOFTWARE SKILLS

- Figma, Adobe XD, and relevant visual design tools - advanced level
- HTML/CSS coding - expert level, proficient front-end use JavaScript and ReactJS skills.
- Mobile-first responsive design frameworks and systems (Bootstrap, Material, etc.) - expert level
- Adobe Creative Suite - advanced level
- Deep working experience with collaborating and code-controlling software like Miro, MS Azure, Atlassian, GitHub, CircleCI, and similar.
- Working knowledge and hands-on implementation of accessibility standards at the design level, in line with WCAG 2.1 Level AA guidelines.

EDUCATION

- **Billy Blue School of Graphic Art,**
Sydney 2007 - 2008
Pacific Hwy - Advanced Diploma of Communication Design
- **Windsor Institute,**
Sydney 2004 – 2006
Liverpool St, - IT Diploma - Web Design and Multimedia Integration
- **Primate's Institute of Theology,**
Poznan, Poland 1993 - 1997
Gniezno, Faculty of Philosophy - Bachelor of Philosophy and Theology