

MAŁGORZATA PYTEL

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Strategic ID Leader (15+ years) who translates business vision into **measurable performance**. I leverage **Data-Driven Design** and **Agile methodologies** to build scalable, human-centered academies.

User-oriented • Data-driven • Methodical • Creative • Empathetic

PROFESSIONAL EXPERIENCE

October 2024 – present
Cracow, Poland

Relativity Poland

**Senior Instructional
Designer**

- Provided cross-team eLearning consultancy, leveraging knowledge of **Learning Experience Design** and **Design Thinking**, to drive team upskilling and improved performance.
- Enhanced course content to reflect **Adult Learning Principles**, and introduced elements of **Kirkpatrick Model** for assessment and evaluation, created new **Scenario-based simulations** in Storyline.
- Championed **accessibility enhancements** (including **UX writing**; based on **WCAG 2.1**), which significantly elevated the overall **customer learning experience by 4%** within two months.
- Initiated the development of a unified, **company-branded style guide for learning content**, establishing one-stop-shop for consistency, brand awareness, and design.

June 2022 – March 2024
Cracow, Poland

GFT Poland

UX Researcher

- Conducted **organization-wide UX research** on remote work effectiveness, with actionable data-based recommendations subsequently integrated into employee work standards.
- Performed **in-depth internal research** defining the essence of a consultant role at the company, leading to the development of a comprehensive **company-wide competency framework**.
- Designed an **accessible UX research repository**, establishing a centralized hub for all company research data, improving **knowledge accessibility by 17%**.
- Used **qualitative** and **mixed methods** to spearhead research activities for key clients, with recommendations directly integrated into subsequent product updates.

September 2021 – April 2022
Cracow, Poland

Accenture Poland

**Management
Consultant
(eLearning),
Process Manager**

- Managed a compact team of Instructional Designers and supported their progress.
- Implemented a **'Partner from the Start' method** to foster **cross-team collaboration** between Subject Matter Experts (SMEs) and Instructional Designers.
- Led the development of an industry-first learning platform for the telco industry. The project was based on user data and leveraged **Rapid Prototyping** for efficient content creation.
- Successfully merged **Design Sprint Principles** with **Agile** to optimize business processes.

June 2019 – July 2021
Rotterdam, The Netherlands

Mendix

Learning Experience Designer, Process Manager

April 2017 – November 2018
Derry/Londonderry, NI, UK

The Call Center School

Learning Experience Designer, Process Manager

July 2015 – April 2017
Cracow, Poland

Dassault Systemes

Instructional Designer, Portfolio Manager

- Managed the transition of Subject Matter Experts (SMEs) into content authors.
- Collaborated with the UX team to conduct user research sessions and used the data to develop **user-centered Learning Strategy**.
- Created learning resources to foster understanding of **Learning Experience Design** and collaborative environment.
- Implemented **Agile** and **Design Thinking** tools into **Team Strategy**.
- Collaborated extensively with external Contact Center Subject Matter Experts (SMEs), supporting external **Stakeholder Engagement**.
- Enhanced internal feedback process (based on **SPACE framework**) that improved team **work productivity by 24%**.
- **Developed a flagship Train-the-Trainer program**, significantly enhancing the company's offer. The project leveraged **ADDIE framework**, assets in Camtasia, and industry best practices.
- Used **Design Thinking** to cooperate between teams to establish a **competency matrix** that standardized skills across internal and external roles.
- Pioneered the development of a certification program using **Competency-Based Design**, the **Kirkpatrick Model**, and evaluation metrics.
- Transformed technical documentation and guides into engaging course materials, applying **Adult Learning Principles** and **Learning Experience Design** rules.

CERTIFICATES

- OGC UK, **ITIL v3**
- OGC UK, **Prince2**
- AJ&Smart, **Design Sprint Masterclass**
- The Association for Talent Development, **Advanced E-Learning Instructional Design**

SKILLS

- ID models
- Adult Learning Principles
- Learning Strategy
- UX Research
- Data-Driven Design
- Agile Methodology
- Project Management
- Team Leadership
- Process Improvement

LANGUAGES

Polish – native • **English** – C2 • **Spanish** – A2

PROFESSIONAL DEVELOPMENT

- 2024, SKVOT.pl, Board Game Design
- 2023, Node Center for Curatorial Studies, Exhibition Design
- 2022, WitFlow by Iga Mościchowska, Product Analytics
- 2022, Learn Design, UX Bootcamp (project-based)
- 2021, WitFlow by Iga Mościchowska, UX Research & Process
- 2021, The Center for Leadership Studies, Situational Leadership: Building Leaders

FORMAL EDUCATION

2025, **Jagiellonian University**, Cracow, Poland

Post-Graduate, **Teaching Polish as a Foreign Language**

2014, **University of Virginia, Darden School of Business**, USA

Post-Graduate, **Design Thinking for Innovative Problem Solving**

2012, **University of the National Education Commission**, Cracow, Poland
Masters, **Teaching Polish as a Foreign Language**