



EWA KARWETA

CREATIVE DESIGN LEADER

Address:

2840 Lambert Trail, Chesapeake, VA 23323

Phone: (+1) 757-339-6850,

E-mail: e.karweta@gmail.com

Website: ewakarweta.com

EDUCATION

2015

Master of Science in Business: Experience Design and Branding, VCU Brandcenter

2011

Bachelor of Fine Arts in Drawing and Design, Old Dominion University

AWARDS AND HONORS

2023 Outstanding Performance

2022 Culture Catalyst

2022 Adobe Creative Jam - Second Place

2022 Invention Achievement - Plateau

2022 Invention Achievement - First File

2021 AFTAs: Northern Trust

2020 Client Partner Success

2020 Service Excellence

2019 Gold Stevie: BofA Erica

2019 Service Excellence

2019 Manager's Choice: Performance

2018 Second Manager's Choice: Performance

2018 Manager's Choice: Performance

PATENTS

Cognitive Design Advisor

Intelligent Participant Matching Assistant

Dynamic Pattern Generator

AR/VR Scenario Modeling

Digital Twin Security

LANGUAGE

English



Polish



OVERVIEW

Ewa is a UX Director with over 20 years of experience in design from delivering award winning interfaces, developing conversation logic for chats, shaping marketing and advising startups to supporting enterprise wide digital transformations. She's guided design teams to deliver UX research, strategy and design in both mature and immature environments. She has worked across 10 industries, private and public sector.

She has developed education primers, immersive workshops and internal education programs on UX for Client's employees. She's established Design Studios inside of Client's Organizations, set up design processes and oversaw the creation of Design Systems. She's given talks about Design and Design Thinking and its integration with and application to other disciplines.

She has worked on solutions integrating AI and Machine Learning, collaborated in complex Digital Lake environments, implemented cutting edge biometric and financial technologies.

She believes that stacking shorter term successes across a longer engagement empowers design enablement across the enterprise.

She is a published Inventor and an active Mentor.

EXPERIENCE

Jan 2022 - Present

Director of User Experience

IBM

RESPONSIBILITIES / ACCOMPLISHMENTS:

- Leads robust geographically dispersed teams (~40 designers/researchers) to deliver multiple successful high complexity solutions that include advanced technologies like AI/ML.
- Runs or establishes Design Ops to empower designers & collaborators and improve delivery process.
- Builds eminence for Design and design process across client organizations.
- Develops Design and Research career progression paths and interviews/hires on team members that match requirements.
- Crafts and co-creates strategic vision, developing the KPIs and Success metrics.
- Builds and upkeeps internal culture for design teams and ensures collaboration across business and engineering.
- Develops immersive workshops, education primers and hands on design education for organizations.
- Leads internal design podcast and co-leads internal design collective empowering junior designers with best practices.
- Develops 6 direct reports, guiding their growth and development through promotion cycles.

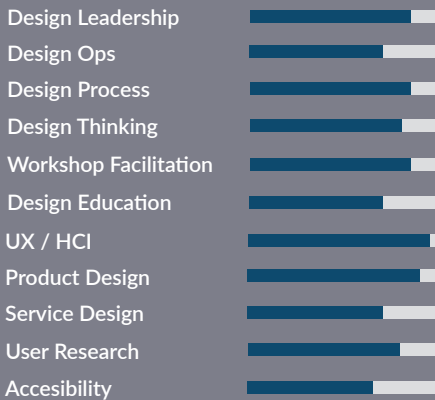


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SKILLS



STRENGTHS



TOOLS

Adobe Creative Suite
Figma, Adobe XD, Sketch, Axure, Omnigraffle
Mural, Miro
Basic HTML, CSS & JavaScript
Final Cut Pro, Cinema 4D

EXPERIENCE

Sep 2018 - Jan 2022
**Associate Director
of User Experience**
IBM

RESPONSIBILITIES / ACCOMPLISHMENTS:

- Lead small teams (~8 designers) to deliver multiple successful high complexity software solutions that included advanced technologies like Blockchain, AI/ML.
- Lead client design thinking workshops with C-Suites, Senior Managers and Professionals.
- Developed Personas, User Journeys and Research Outputs.
- Delivered wireframes, clickable low and high-fidelity prototypes, promotional user story centered videos, branding and white labeled solutions.
- Collaborated with Business and Engineering to deliver complex systems underpinned by Data Lakes, modern financial and biometric technologies (using face, behavioral and manual patterns, fingerprints, etc.)
- Performed heuristic analyses of software and compiled best practices for different types of software (ex. Data Insights Dashboards, Investment Platforms)
- Developed a team of designers to improve their strengths, close their gaps and support their career progression.
- Built out life event based information architecture and sitemaps for financial clients

Aug 2015 - Sep 2018
Experience Designer
IBM

RESPONSIBILITIES / ACCOMPLISHMENTS:

- Delivered site maps, user flows, wireframes, prototypes and high fidelity designs for complex B2B and B2C software including AI/ML driven chat interfaces and cognitive apps.
- Designed for mobile, tablet and web, using Apple HIG, Material Design, IBM Carbon and client Design Systems.
- Performed heuristic analyses, usability testing and market comparison research.
- Collaborated with Business and Engineering to deliver award winning software in agile environments.
- Supported the sales process and developed storylines and presentations for Partners.

Sept 2013 - May 2015
Lab Monitor
VCU
BRANDCENTER

RESPONSIBILITIES / ACCOMPLISHMENTS:

- Managed equipment being used by students including but not limited to: photo and video cameras, boom and clip-on microphones, Arduinos, Raspberry Pies, Makey Makeys etc.
- Kept full records of equipment and reached out to students that kept it past rental timeframes to retrieve it.



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CREDENTIALS

2023 Patterns Next Level (Leaders Training)

2023 IBM Growth Behaviors

2022 Mental Health Ally

2022 License to Lead - First Line Manager

2021 IBM Garage Essentials

2020 The IBM Way (Interviewing/Hiring)

2020 IBM Mentor

2019 Design Thinking for AI

2018 Watson AI Conversations

2018 Financial Markets & Solutions

2018 Design Thinking Co-Creator

2018 Accessibility Advocate

2018 Cognitive Practitioner

2018 Agile Explorer

2016 Design Thinking Practitioner

2011 Women's Institute of Leadership

EXPERIENCE

Jun 2014 - Aug 2014

Digital Intern

JACK MORTON
WORLDWIDE

RESPONSIBILITIES / ACCOMPLISHMENTS:

- Developed applications for Hertz and Emblem Health.
- Performed in-person and on-ground research with primary users of Emblem Health Services.
- Developed online presence for Cotton (the fabric of our lives) for New York Fashion Week.
- Created a physical computing prototype for Google Fiber pitch, showcasing the advantage of the internet service using Arduino, code, light strips and 3D modeling/printing. The company ultimately won the pitch.
- Worked with an emotion detecting Customer Service AI company that allowed the pre-recorded answers to be adjusted based on the emotion detected in the caller.

May 2011 - Aug 2014

**Brand Consultant /
Owner**

SOUL GARDEN
DESIGN

RESPONSIBILITIES / ACCOMPLISHMENTS:

- Created and run a small Consulting shop for local business.
- Worked with local owners to plan and host one off and repeating events promoting their businesses.
- Designed promotional materials, posters, pamphlets etc.
- Branded a local LGBTQ+ fashion boutique.
- Developed Logos and websites targeting the local community.

CULTURE BUILDING

2022 Created Internal Design Podcast

2021 Started Internal Professional Book Club

2020 Launched Design Thinking Support

2019 Co-Created iX Design Collective

Feb 2000 - May 2011

Freelance Designer
SELF EMPLOYED

RESPONSIBILITIES / ACCOMPLISHMENTS:

- Developed branding, designed CD covers, T-shirts and posters for local bands.
- Designed pamphlets, reading materials, promotional cards.
- Created web sites for bands, events and gatherings.

INTERESTS

Horseback Riding

Hiking, Caving

Kayaking, Canoeing

Archery

Skiing

World Music

Gardening

VOLUNTEERING

April 2007 - Present

**Volunteer, Archery
Instructor, Troop Adult,
Wild Caver**
GIRL SCOUTS OF
COLONIAL COAST

Jan 2021 - Jul 2022

User Experience Advisor
SILHOUETTE - AI
DRIVEN ENTERPRISE
PLATFORM

Mar 2023 - Jun 2023

Design Thinking Educator
FOR KIDS

Jan 2008 - Jun 2008

Homework Helper
FOR KIDS