

## Agata Adamowicz

User experience architect with 6+ years designing digital experiences for a global media organization.

### Work Experience

Senior User Experience Architect  
The Wall Street Journal Digital Network (Feb 2006 - present)

#### Key responsibilities:

- Lead UX architect for The Wall Street Journal news site
- Creating and maintaining high fidelity wireframes, storyboards, user flows, use cases, personas, user tests, rapid prototypes, schematics and functional specifications.
- Leading brainstorm/discovery sessions with multidisciplinary teams and stakeholders.
- Collaborating with the design, business, and tech teams.
- Maintaining IA documentation and support throughout the entire project process from design to implementation to launch.
- Researching and presenting competitive landscape, web trends, and new applications/methods for user testing.
- Keeping up to date on usage data and customer demographics.

#### Titles held at WSJ:

Senior User Experience Architect for the WSJ Digital Network  
July 2010 ~ present

Senior Interaction Designer for WSJ.com  
March 2007 ~ June 2010

Interaction Designer for WSJ.com  
February 2006 ~ February 2007

### Highlighted Projects

#### [U.S. Elections](#) and [London Olympics](#) - [WSJ News](#) - 2012

This year is a big news year with the Summer Olympics and the upcoming Presidential Elections. The Journal is covering these news events with daily articles, live and on demand videos, interactive graphics, and social engagement in dedicated news packages. I lead the UX effort and was responsible for transferring the editorial requirements into wireframes for the main page and candidate pages, updating the site navigation, creating storyboards and use cases for the interactive data pages.

#### [Fantasy Earnings Trader](#) - [MarketWatch](#) - 2010

An editorial game series on MarketWatch.com during earnings season that has similar characteristics to a bracket sports game. This also branched off into a new suite of games that provide a platform to create and manage game play for users and delivers market performance and reporting metrics for in-game use. I lead the UX effort and was responsible for research, game analysis, wireframing, prototyping, user testing, and writing functional specifications.

### Contact

Website: [agataa.com](http://agataa.com)  
Twitter: [@agataaz](https://twitter.com/agataaz)  
[linkedin.com/in/agataadamowicz](https://www.linkedin.com/in/agataadamowicz)

### Education

Carnegie Mellon University  
Bachelor of Fine Arts  
Industrial Design &  
Human Computer Interaction  
Graduated with University Honors 2005

### Technical Skills

- Omnigraffle
- Microsoft Visio
- Prototyping in HTML and CSS
- Adobe CS applications
- Microsoft Office Pro
- Various testing & analytics applications
- Various rapid prototyping applications
- Familiar with JavaScript, Processing, PHP, MySQL

### Other Projects

#### News:

- [Markets](#)
- [Greater New York](#)

#### Personalization and Social Engagement:

- [WSJ Social](#)
- [My Journal](#)
- [Journal Community](#)

#### Mobile:

- [Tepsi](#) (a freelance project)
- [New York Post iPad App](#)

#### Site Management and Improvements:

- [Slideshow template](#)
- [Search Results](#)
- [Free Registration](#)
- [WSJ site redesign](#)