JAREK STARENDA

UX Lead | Product Design Expert | Digital Experience Architect

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Dedicated UX Professional with over 20 years of experience creating research-based digital solutions across the insurance, pharmaceutical, finance, and healthcare industries. My approach aligns business goals with innovative design while integrating technology to enhance product interactions and deliver cost-effective, intuitive solutions.

EXPERTISE & ACCOMPLISMENTS

Full-Spectrum UX Designer: Mastered every phase of the UX process from discovery and research to ideation, wireframing, prototyping, and final implementation, ensuring cohesive solutions that address user needs and business objectives.

Information Architect: Transformed data-heavy and complex information into intuitive, user-friendly interfaces that enhance comprehension and usability.

Design Systems Specialist: Built, maintained, and enhanced design systems to ensure consistency, scalability, and efficient component reuse across multiple products.

User Researcher: Led comprehensive research initiatives to uncover insights that drive design decisions.

Strategic UX Lead: Guided UX teams through entire product lifecycles, establishing effective processes and mentoring junior designers.

Cross-Functional Collaborator: Built strong relationships with business, IT, and product teams, balancing stakeholder priorities with user needs.

PROFESSIONAL EXPERIENCE

Gallagher
UX Lead Product Design, UX Specialist
(2024 – 2025)

- Led and mentored a UX team, overseeing recruitment, onboarding, and fostering a collaborative design environment.
- Designed and delivered intuitive solutions for insurance quoting and policy management platforms.
- Established a comprehensive design process, including critique sessions and stakeholder engagement, improving team alignment.
- Developed and implemented design system components, to ensure consistency and brand cohesion across digital platforms.
- Conducted user research and created journey mapping templates for small business applications, significantly increasing usability.
- Streamlined design workflows using Figma and Mural.

Allstate
Senior Product Designer, UX Lead
(2021 – 2024)

- Created and communicated holistic design solutions, leveraging user research insights to enhance product usability.
- Conducted usability studies and user interviews, iterating designs to reflect user feedback.
- Defined UX/UI requirements for consistency across products and platforms.
- Delivered wireframes, user flows, prototypes, and high-fidelity designs, meeting product requirements and business objectives.
- Advocated and implemented design thinking practices across the organization, increasing cross-functional collaboration.

AbbVie
Senior User Experience Architect
(2017 – 2021)

- Advocated a user-centered design approach for cohesive user experiences.
- Collaborated with Business and IT to align user needs with technical constraints.
- Translated requirements into intuitive user interfaces across platforms.
- Established a Digital Style Guide for internal and external applications.
- Designed interfaces for both simple and complex applications.
- Executed rapid prototyping and conducted usability testing.
- Developed presentations to communicate design solutions.
- Managed Graphics and UI Designers for branding projects.

Aon Hewitt
Senior User Experience Designer
(2008 – 2017)

- Rendered expertise as Senior UX Designer, created interactive user-centered designs, wireframes, and prototypes for complex back-end environments while facilitating project completion.
- Worked with senior-level usability specialists and business leaders to translate requirements into interactive experiences for next-generation web solutions
- Drove branding on Hewitt and Aon benefits portals, increasing brand loyalty for clients including Baker Hughes, Ceasers, Exelon, FairPoint, Johnson & Johnson, and New York Life
- Played a key role in mobile application and responsive design development, instituting a user-centered design (UCD) approach
- Contributed to developing and documenting WCAG accessibility guidelines for the health benefits portal as part of the core team, ensuring platform compliance
- Delivered expertise in researching and developing creative processes while mentoring designers on new trends and technologies

EARLIER CAREER EXPERIENCE

pixelmesh.com | Founder/Managing Principal
Led all aspects of the web design part-time business, delivering 100+ websites across diverse sectors, including finance, entertainment, e-commerce, and non-profit organizations. Managed creative development, UI design, SEO, online marketing, and business operations.

uBid.com | Senior Creative Developer
Led UX design strategy for e-commerce platform, optimized consumer email system, implemented web standards, and improved conversion rates through user experience enhancements.

Q Interactive | Senior Media Developer
Designed functional mockups and innovative interfaces, optimized conversion rates, developed intranet applications, and led corporate branding and design for multiple digital platforms, including coolsavings.com and freestylerewards.com.

CORE COMPETENCIES & TECHNICAL PROFICIENCIES

Design Foundations

- UX & UI Design
- Information Architecture
- Interaction Design
- Flowcharts
- User-Centered Design
- Wireframing & Prototyping
- Design Systems
- Web Accessibility (WCAG)
- AI-Driven Design Solutions
- Mobile & Responsive Design
- Brand Guidelines Adherence

Design Tools & Technology

- Figma / FigJam
- Sketch
- Adobe Creative Suite
- InVision
- Axure
- MURAL
- Zeplin
- MS Office Suite
- HTML5, CSS3
- JavaScript fundamentals
- React / Angular concepts

Leadership & Collaboration

- Team Lead & Mentorship
- Design Critique Leadership
- Team Communication
- Project Coordination
- Design Process Implementation

Research & Analytics

- Journey Mapping
- Heuristic Evaluation
- Usability Testing
- User Interviews
- Usability Analysis

EDUCATION & TRAINING

- Electronics & Computer Science, Marcin Kasprzak Technical College, Poland.
- LUMA Institute's Certified Practitioner of Human-Centered Design.
- Two decades of practical UX experience with continuous self-directed learning, active participation in leadership forums and workshops, and engagement with the global UX community to stay current with industry trends and methodologies.

AWARDS, PUBLICATIONS & DIGITAL ARTWORK

- Awarded recognition in Digital Chicago's "Best of the Web" competition for innovative digital design.
- Featured digital artist in groundbreaking global online exhibition at The Pygoya Web Museum of Cyberart, pioneering early digital art movement.
- Created and performed multimedia installation for Metropolis sound and vision project, Chicago Cultural Center.
- Solo exhibition of digital photography and new media artwork at New Content Gallery, Chicago.
- Published digital imaging techniques and photography articles in Digital Chicago magazine.
- Showcased artwork in leading industry publications: Computer Artist, Electronic Publishing, and Digital Imaging magazines.