

MARCELL PIENIADZ

SENIOR PRODUCT DESIGNER | UX RESEARCHER

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PROFESSIONAL SUMMARY

I'm happiest at the messy start of a problem, when nothing's defined yet and the right question hasn't been asked. For 8+ years I've turned that ambiguity into simple, elegant products, sweating the details that make a complex workflow feel effortless and trusting research and data to point the way. I design to leave people feeling confident and in control, and I bring that same care to mentoring designers and lifting the quality of the work around me.

EXPERIENCE

Bombardier | Senior Lead Product Designer & UX Researcher

July 2022 – May 2026

- Lead the end-to-end redesign of MyInFlight, a mobile iOS app for managing in-flight connectivity across three distinct user roles (Directors of Maintenance, pilots, and cabin crew), taking ownership mid-project from a departing colleague and carrying it from discovery and prototyping through high-fidelity visuals to a 5-star launch on the App Store.
- Act as sole design and research lead on a 16-person cross-functional team for Work Arising, a customer-facing aircraft service-approval product that replaced fragmented email chains and large PDF documents with a single structured, trackable workflow, simplifying a high-stakes approval process into a clear, guided experience (in beta toward launch).
- Design and facilitate 10+ discovery workshops, including focus groups and MoSCoW prioritization, alongside SME interviews, usability testing, journey mapping, and service blueprinting, to find clarity in ambiguous, technically dense problems and translate insights into design decisions that advocated for user needs.
- Partner closely with Product, Engineering, and content throughout the full product-development process, running weekly design reviews and feasibility sessions to balance craft against real hardware, firmware, and data-model constraints, and making pragmatic scoping calls to ship on schedule.
- Co-create Bombardier's first design system from the ground up with another designer (none existed when I joined), building reusable, accessible (WCAG) components and interaction patterns now adopted across 6 products by 8 designers, 20+ developers, and QA engineers, while championing team-wide auto-layout and stronger design-to-engineering handoff standards.
- Establish scalable research practices, including a reusable research framework and a centralized insights repository adopted across 4 teams and 70+ people, so Product, Engineering, and executive stakeholders could make faster, more consistent, evidence-based decisions.
- Raise the bar for quality and clarity across the team, mentoring 4 designers and driving alignment on design strategy at a level beyond individual features.

UX Mentor & Community Advocate

August 2022 - Present

- Mentor 6 emerging designers a year across multiple universities, including the University of Toronto and Humber College, through 1:1 portfolio coaching, thesis mentoring, and a structured framework covering design rationale, storytelling, and cross-functional collaboration.
- Serve as a judge and mentor across 2 hackathons, helping early-career designers build readiness for UX roles through coaching on research, case-study storytelling, and stakeholder communication.

Push Media | UX Designer, Product Optimization

May 2021 - June 2022

- Improved conversion across checkout flows for 8+ tier-one retail clients, including Global Pet Foods, through heuristic audits, A/B testing, and iterative usability testing.
- Partnered closely with a team of 3 front-end engineers to ship WCAG-compliant, accessible experiences with high implementation quality.

Imaginative Group | Graphic Designer

August 2017 - October 2020

- Led branding and campaign design for the City of London, Ontario, creating banners and promotional materials to support the main commercial strip and its small businesses during construction, increasing local engagement by 25%.
- Designed print-ready collateral and brand materials for 20+ local small businesses through the in-house print shop, building hands-on print production and pre-press skills.

Freelance Designer | Design Consulting

June 2014 - August 2017

- Delivered design consulting for 6 local business clients across brand identity, marketing, print-ready design, and web design, owning the full lifecycle from discovery to final handoff.

CORE COMPETENCIES

Product Design · End-to-End Product Development · Mobile App Design (iOS & Android) · Prototyping · High-Fidelity Visual Design · Micro-Interactions · Interaction Design · Design Systems · AI-Assisted Design Workflows · Accessibility (WCAG) · User Experience (UX) Research · Usability Testing · A/B Testing · Journey Mapping · Service Blueprinting · Heuristic Evaluation · Data-Informed Design · Information Architecture · Product Strategy · Cross-Functional Leadership · Stakeholder Alignment · Workshop Facilitation · Mentorship

TOOLS & SOFTWARE

Figma (including Figma Make and Claude integration) · FigJam · Miro · Adobe Creative Suite · VS Code · HTML/CSS · Claude · ChatGPT · Gemini · Jira · Linear · Confluence · Notion · Slack · Microsoft Office · Google Suite · Discord · Google Analytics (GA4)

EDUCATION

Humber | Bachelor's Degree, User Experience Research

Fanshawe College | Advanced Diploma, Graphic Design