



📍 Brandstrasse 21, 8952 Schlieren
Switzerland (Permit B)

EXPERTISE

- Mentorship
- Design Operations
- Product design & development
- Agile project management
- Data Analytics

TOOLS

- Figma
- Adobe Creative Suite

LANGUAGES

- Polish - native
- English - fluent
- Spanish - fluent
- German - basic

EDUCATION

2018

Project Management Professional
(PMP)® Preparation Course
Netmind, Barcelona

2011 – 2012

Postgraduate Studies
Contemporary Multimedia
WSB University in Gdansk, Poland

2004 – 2009

Management and Marketing
Faculty of Business & Administration
Gdynia Maritime Academy, Poland

Magdalena Fidos

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🌐 LinkedIn

Digital Experience Leader with 12+ years of extensive experience in multinational environments managing digital ecosystems and cross-functional teams. Expertise in driving strategic initiatives on global level, product design, research and project management.

EMPLOYMENT

Roche Diagnostics, Rotkreuz | December 2022 - Today

Digital Infrastructure Design Lead, Design Operations

Strategic end-to-end oversight on portfolio projects, in terms of design consistency, quality, approach and customer-centric experiences.

- **Portfolio Management:** Accountable for the design intake planning process, to monitor timelines, cost, scope creep and any other risks and issues. Manage team assignments.
- **Leadership:** Mentor and manage multidisciplinary teams and address challenges through regular interactions. Ensure a culture of belonging, collaboration and learning.
- **Strategy & Roadmap Ownership:** Develop a portfolio strategy and further shape digital infrastructure ecosystem focusing on combination of business opportunities with holistic customer experience and alignment with Roche digital strategy.
- **Cross-functional Collaboration:** Shape processes and perform collaboration workshops. Maintain momentum within the product teams, fostering an environment of collaboration, efficiency, and continuous improvement.
- **Agile Execution & Delivery:** Work closely with Business Product Managers, Solution Managers, and other internal stakeholders to ensure seamless product delivery, balancing user needs with business objectives and technical feasibility.
- **User Experience (UX) & Research:** Leverage user research, analytics, and feedback loops to iterate on features, test prototypes, and optimize journeys. Champion continuous research and discovery throughout the product lifecycle and cross-check with business strategy.
- **Operations:** Develop and implement strategies and processes that empower teams, support their daily operations and are aligned with organisational goals.

Notation Creative Consulting, Zurich | April 2021 - November 2022

Head of UX (Lead of User Experience Design April 2021 - April 2022)

Combine passion for customer centric design with Project Management skills to make sure the UX team is enabled to create meaningful user experiences, and make the most impact.

- Lead and grow a cross-functional team to optimize, conceptualize, and deliver inspiring product design solutions.
- Set up and manage all department's projects. Allocate resources, estimate budget, assess risks, ensure projects meet deadlines and create invoices.
- Apply, coach and drive Design Operations and Agile Project Management to monitor and balance quality, cost, and schedule in product development.
- Align with other departments to drive company wide initiatives, identify potential issues, resolve blockers, and spot opportunities that extract value from design ecosystem.
- Work hands-on in the high-profile projects to help traditional companies in their digital transformation. Translating technological advances into user experience architecture and interface, laying foundations for Design System.

COURSES

"Generative AI-Powered Strategic Business Analysis" LinkedIn

"Scaled Agile Framework (SAFe) from Zero to Hero" Udemy

"Agile PM 402 - Enterprise-level Agile Project Management" Udemy

"Digital Transformation - Strategy Masterclass" Udemy

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LinkedIn

Oracle, NetSuite, Barcelona | 2019 - 2021

Senior UX Product Designer

Lead the design of multiple initiatives from large iterative feature projects to optimisations, and promote user-centric design culture.

- Work closely with product management and engineering to define user and business opportunities to focus on, furnishing the discussion from a UX/UI point of expertise and coordinating preparation for the development.
- Plan and drive customer discovery activities. Design and deliver user journeys, wireframes, prototypes, and UI specifications in an agile environment.

Zurich Insurance, ServiZurich, Barcelona | 2018 - 2019

Senior UI/UX Visualisation Designer

Lead problem definition to design implementation of Business Intelligence (BI), Internet of Things (IoT) applications and dashboards that effectively answer business questions and reach strategic goals.

- Interface directly with customers by leading Design Thinking workshops.
- Define, represent and communicate design strategies to all stakeholders - create Zurich and Swiss Way of Visualisation and reporting guidelines.
- Provide customers with solutions resulting in improved cost transparency, claims handling, projects life-cycle visibility and risk estimation applications.
- Utilise user-centered design methodologies from empathy to rapid prototyping to arrive at creative, intuitive end-to-end experiences.
- Conceptualise ideas that bring simplicity and user-friendliness to complex business questions.
- Promote best practices and ensure high design standards are applied across all the products. Help maintain visual and brand consistency across all products.
- Contribute to making design relevant and valuable within the company and champion the design perspective within the leadership.

Cotecna Inspections, Barcelona | 2016 - 2018

UI/UX Digital Designer

PageGroup, Barcelona | 2015 - 2016

Graphic Web Designer

CRL Management Ltd, Marbella | 2014

Graphic Web Designer

Grupa IT S.A., Poland | 2014

Web Designer

Star Stories Personalised Books, Luxembourg | 2013

Graphic Web Designer