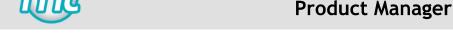


MARCIN TANDECKI

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My passion and focus lie in the area of user experience.

I believe that beyond a rich set of features, a successful product hinges on an intuitive interface to realize its full potential. Balancing usability and functionality guides my approach to developing outstanding products and user experiences. With 20 years of expertise in Product Management, UX/UI design, front-end development, prototyping, and UX research, I possess the skills necessary to craft beloved products throughout the entire lifecycle of software development.



Professional Experience



ITNETSYS

Apr 2018 - Current

Freelance Designer, Front-End Developer, and Product Manager

- Gathered and analyzed detailed business requirements to understand our clients' needs, allowing our teams to create products customized to their often complex needs.
- Working closely with the design and development teams in order to define and design the appropriate interfaces to satisfy the intricate requirements while providing intuitive interfaces for end users.



Car Media - Powered by AutoVerify

Jun 2024 - Current

Photographer (Freelance)

- Photographing new and used vehicles at dealerships, helping to present the vehicles in the best way possible.
- Ensuring proper lighting, exposure, composition, and formatting, to capture exceptional images.



Leave Your Bark

Sept 2025 - Current

Dog Trainer / Small Business Owner

- Specializing in basic obedience and commands such as heel, stay, recall, and proper behaviour on walks.
- Helping dog owners resolve more complex issues with their dogs, such as: excessive barking, food aggression, unwanted jumping, toy possessiveness, and separation anxiety.
- As the business owner, my responsibilities also include sales, marketing, web development, graphic design, budgeting, bookkeeping and all other facets involved in business management.



Mobials / AutoVerify

Sept 2020 - Jun 2023





AutoVerify Research Suite (AVR)

- Ensured AutoVerify's market leadership status via continuous product enhancements and maintenance.
- Introduced new products aimed at expanding the capabilities of the AutoVerify ecosystem for our clients.
- Maintained the profitability of our product suite by fostering strong relationships with vendors and clients.



Blue Auto

- Increased conversion rate from website visit to vehicle purchase by 300% in less than 1 year.
- Continuously improved the quality of the leads generated through the use of various data points and the implementation of A/B testing, user behaviour studies, and customer interviews.



Cerebri Al

May 2016 - Apr 2018

Senior UI Developer / Product Manager

- Created intuitive interfaces to help users visualize large sets of data, aiding complex decision-making.
- Continuously enhanced product functionality and ease-of-use to ensure ongoing growth.

Marcin Tandecki (page 2 of 2)

Employment History (continued)



Kijiji Canada / eBay

Jul 2012 - Apr 2016



Product Developer

- Researched the feasibility of new features and products based on data analytics and user feedback. Quickly validated the proposed solutions by building high-fidelity prototypes.
- Facilitated usability tests including: question preparation, test moderation, remote observation, and generating reports outlining the results of such tests.

Senior Front-End Developer

- Developed an award-winning front-end framework consisting of HTML, CSS, and JavaScript. The use of the framework by the development team served to speed up future development and maintain code consistency.
- Rebuilt the entire UI during the migration of the site from a shared, global platform to a new custom-built one.
- Post migration, I led the hiring process and hired suitable candidates to help grow the front-end team.



Trapeze Media

May 2011 - Jul 2012



Lead Front-End Developer

- Built new pages and updated existing ones in accordance with strict company-wide, corporate standards.
- Adhered to strict QA requirements, which included support for several (at the time) legacy browsers.



Royal LePage Commercial

Mitsubishi Motors Canada

- Developed a map-based lookup utility for Royal LePage's commercial property listings.
- Extensive use of Google's Maps API, including additional features and plugins.



Kraft Canada / US / Australia

- Populated and maintained content in Microsoft CMS, and trained new staff on these processes.
- Built weekly emails adhering to strict QA guidelines, reaching up to 1 million users/week.

Education

 Advanced Product Management March 2023 **Product Faculty**

Product Management March 2019 **BrainStation**

 React.js - The Complete Guide August 2018 <u>Udemy</u>

 Sitecore Website HTML Developer June 2010 **Sitecore**

 E-Commerce Web Developer May 2003 triOS College of Information Technology

Skillset

Product Management	Methodologies	Web Development		Software	Interests
UX Research	Agile	CSS3	LESS/SASS	MS Office	Photography
Prototyping	Dual-Track Agile	PHP	HTML5	G Suite	Cryptocurrency
A/B Testing	Scrum	APIs	JavaScript	JIRA	Blockchain
Usability Testing	Lean	Git	React	Confluence	Finance
Product Lifecycle	Kanban	SEO	MySQL	Photoshop	Psychology
Product Strategy	Waterfall	UX/UI Design		Figma/Canva	Music
Personas		Responsive Web Design		FigJam/Miro	Travel