



E-MAIL: LUCAS@LJWEB.CO.UK

ŁUKASZ JĘDRZEJCZYK

ABOUT ME

I am highly motivated person with an insatiable appetite for big challenges and personal development. Although I graduated as a computer scientist and software engineer, I was always interested in the user and his needs. My multidisciplinary background, experience and research interests that involve Computer Science, HCI, Human Factors, Psychology, Design, Privacy and Project Management make me an ideal candidate for the project that requires conceptual development and problem solving.

In my approach to design and the development I see technology as an ongoing process of communication between the user and the application. My main objective, in that respect, is to understand the user and design usable systems that solve real problems. I believe that technology is only an addition to our life and my job is to make sure it works for us efficiently.

Did I mention that I am passionate about my job and always work according to ethical standards?

EDUCATION

- 2008 – present : **PhD** level studies on Human Computer Interaction (HCI) and Privacy in Ubiquitous Computing, The Open University, UK. My research is focused on interaction design and designing usable user interfaces for privacy management for mobile applications. **Currently writing up my thesis.**
- 2004 – 2006 : **M.S.**, University of Podlasie In Siedlce, Poland, thesis: „Characteristic of ColdFusion technology in the development of client server applications.
- 2001 – 2004 : **B.A.**, University of Podlasie In Siedlce, Poland, thesis about: „A design and implementation of e-commerce application in Flash technology”

EMPLOYMENT

- June 2008 – present : PhD student and researcher, Computing Department at The Open University. Working as part of the PRiMMA Project (primma.open.ac.uk) investigating privacy requirements and novel ways of managing privacy in mobile applications. As part of the PRiMMA team I have been involved in research activities aiming at exploring the user requirements, designing and implementing novel interfaces for communicating privacy preferences. I was also responsible for preparing and conducting user studies and data collection activities, such as designing interactive questionnaires, running focus groups, interviews, laboratory usability tests and field-trials. My duties also involve the analysis (both quantitative and qualitative) of collected data in order to support iterative design process of research prototypes.
- September 2008 – present : I founded a small marketing agency LJ Web Solutions. My responsibilities include interacting with clients and transforming their needs into functional requirements. I'm also responsible for interaction design, prototyping and sketching new interfaces and running usability tests. My focus is on

usability of products and simple information flow. I apply research methods and findings from the HCI literature to find the perfect balance between usability and functionality in order to improve existing solutions and transform them into successful and usable systems.

- October 2006 – June 2008 (United Kingdom) THUK Online Marketing, Web Developer Position. Responsible for the development of web-based applications in accordance to clients' requirements; training of junior staff. I was responsible for the design and development of e-commerce applications and content management systems. I designed and developed a complex CMS system for large data stores.
- March 2005 – June 2006 – (Poland) Mouton Interactive Agency, Web developer position. Responsible for the development of web-based applications, design of interactive applications in Flash, PHP and Java Script. Design and implementation of reporting tools and interactive visualizations driven by the real-time data.
- Since 2002 I work as an independent consultant and web developer. See section Selected Work for the list of selected projects and clients I worked with.

PUBLICATIONS AND PROFESSIONAL ACTIVITIES

As a researcher I have authored and co-authored number of papers in the field of Human Computer Interaction; Interaction Design; Research Methods for Eliciting Requirements; Usable Privacy and Security; Context-Aware Interfaces; and Mobile Systems, which were presented at the following conferences:

- CHI – Conference on Human Factors in Computing Systems – the largest conference in the HCI community,
- SOUPS - Symposium On Usable Privacy and Security,
- Ubicomp - International Conference on Ubiquitous Computing,
- Mobile HCI - International Conference on Human-Computer Interaction with Mobile Devices and Services.

Apart from academic literature, my work has been mentioned in press (The New Scientist), radio (BBC Three Counties Radio) and online media (Tech Crunch and ACM Tech News).

Non-academic venues:

- MEX – Mobile User Experience Conference,
- Usability Week Conference.

THEORY & WORKING KNOWLEDGE

- Strong background in computer Science and Human Computer Interaction (HCI), currently completing PhD in the field of HCI and Privacy Management,
- HCI research methods (i.e. interviews, focus groups, lab-based usability evaluation, field-trial of user interfaces, ethnography, questionnaires design),
- Iterative user interface design, prototyping, wireframes and evaluation,
- Participatory design,
- Usability of websites and apps on desktop and mobile devices,
- Touchscreen application usability,
- Accessibility,
- Motivational psychology,
- Data visualization and presentation,
- Mind mapping,
- Ability 'to listen' and transform ideas into working solutions,
- Project management skills.

TECHNICAL SKILLS

Design

- Adobe Fireworks,
- Adobe Illustrator,
- Adobe Photoshop,
- Adobe Flash,
- Microsoft Visio,
- 3D design using Ray Tracing method in Pov Ray,

Web development

- HTML and CSS, using Adobe Dreamweaver,
- Java Script (including Ajax technology and using external libraries, i.e. jQuery),
- CFML and CFSCRIPT (ColdFusion) – including data analysis tools: Report Builder, CFCHART and building applications using Event Gateways (SMS, XMPP, Instant Messaging),
- Java,
- PHP expert (integration with database MySQL, Oracle, MS Access and Postgres),
- ASP and ASP.NET,
- Adobe Flash, including rich application development using Action Script and server side scripts.

Other skills

- Data mining technics and statistical methods using in data analysis process,
- Modeling systems in UML language,
- Knowledge of Oracle Designer application,
- Relational and object databases, both at design level and implementation in specified database system,
- SQL language and the following databases:
- MS Access,
- MySQL,
- Postgres,
- Oracle 9i and Oracle 10g – administrating and implementation Oracle databases in specified application.
- Search engine optimization (SEO) skills.

LANGUAGES

- Polish (native speaker),
- English,
- German,
- Russian.

PERSONAL FEATURES

- Creative thinker,
- Team player,
- Natural leader,
- Challenge lover,
- Well organized,
- Problem solver.

IN MY FREE TIME

- I am just a family man and love building towers from Mega Blocks with my two

- years old son, and spending time with my wife,
- Sport (tennis, cycling and ski),
 - Sport watcher (Formula 1 and boxing fights),
 - Reading books/articles in the field of computer science; usability and interaction design; SEO; web and mobile applications design.

SELECTED CLIENTS

Please note, that the list below presents names of selected companies I worked for as an employee of Mouton Interactive, THUK Online Marketing and LJ Web Solutions.

In UK

- Audi Essex,
- CWCOMMS Publishings,
- AJ Electronics,
- Pogo Ventures,
- Catalyst Commercial,
- Bedfordshire Police,
- eLearning For You,
- Money Off Vouchers,
- Barrington Homes,
- Maple Leaf Financial,
- Total BlackBerry,
- Sunningdale Financial.

In Poland

- Cosmetic Laboratory Dr Irena Eris SA,
- Lirene Trade,
- ALD Automotive,
- Organika SA,
- Knauf Pack Poland,
- Polish Baby shoe producer Bartek,
- Henkel Poland,
- PSLO - Private Sector Liaison Officer to the World Bank Group,
- TP S.A.- leader of Polish telecommunication market,
- Lewiatan Business Angels.

SELECTED PROJECTS

- <http://www.pogo-direct.co.uk> - holiday portal for holiday villa owners and holiday makers. Project contains a very unique booking engine and novel interface for flights search that makes the booking process more usable. Used technologies: JavaScript, PHP, MySQL, HTML, CSS,
- <http://www.elearningforyou.co.uk> – elearning portal for care industry, we implemented a novel interfaces fro assigning courses to eLearners, which increased the user experience and significantly decreased the time of completing the task. JavsScript, PHP, MySQL, HTML, CSS.
- http://www.aldautomotive.com.pl/ald_serwisy/en/ - user friendly search engine of authorized car dealers services. Results are shown on dynamic, database driven flash map. Used technologies: Flash, PHP, MySQL, HTML, CSS.
- <http://www.knauf-pack.pl> - multilingual CMS system for Knauf company. Used technologies: Flash, PHP, MySQL, HTML, CSS.

- **<http://www.organika.pl>** - CMS system, my responsibilities: Flash animations and database driven flash map of European's sales points of company. Used technologies: Flash, PHP, MySQL.
- **<http://www.pslo.pl>** - CMS system for Lewiatan Private Sector Liaison Officer to the World Bank. Used technologies: Flash, PHP, MySQL, HTML, CSS.
- **<http://www.backpal.co.uk>** - e-commerce site for Target 21 Ltd. Used payment system: Protx. Technologies: PHP, MySQL, HTML, CSS.
- **<http://www.party-tracker.co.uk>** - e-commerce site with part supplies. Used technologies: PHP, MySQL, JavaScript, AJAX, HTML, CSS in this project I used Mod Rewrite rules to create SEO friendly links.
- **<http://www.motorcyclingmatters.org>** - news website for motorcyclists community from Bedfordshire area, news archive, events calendar, and users registration are the most important features of this website. Used technologies: PHP, MySQL, HTML, CSS, Ajax, JavaScript. SEO friendly links engine.
- **<http://www.home-save.co.uk>** – money saving information website. Very advanced CMS system using my engine. Easy content administration, smart and SEO friendly URLs, template system and very comprehensive reporting tools are only few features of that site. Used technologies: Used technologies: PHP, MySQL, HTML, CSS, JavaScript, AJAX, SOAP.
- **<http://www.audinationwide.co.uk>** – dynamic website containing offer of Audi Nationwide group, modern design, dynamic flash menu and news blog are main sections of the site, which is one of the best looking Audi sites in the Internet. Used technologies: PHP, MySQL, HTML, CSS, JavaScript, AJAX, Flash.

REFERENCES

- available on request