

# PAULA KAMINSKA

An award-winning multiprofessional with 20 years of experience

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South & West Devon, UK

British citizen

## EXPERIENCE

### User Experience Digital Consultant

2016 – PRESENT · Self-employed

Offering expert consulting, mentoring, and brand development services with a specialisation in enhancing websites, mobile apps, and social media for improved user engagement. Experience extends to conducting nuanced user research in challenging domains. Clients include HealthPad CIC, Working Planet Ltd, Echoes Ltd, I've Got Your Back Rebecca Cunningham, The Dreaming Circle Ricardo Goni, and more.

### Lecturer, Educator, Facilitator, Compère & Public Speaker

2017 – PRESENT · Self-employed

Delivering webinars, presentations, talks, and workshops to schools, charities, businesses, and conferences on topics such as mental health, mindfulness & stress management, wilderness access & expedition planning, user-centred software design & planning, as well as employability & entrepreneurship. Clients include Bristol Autism Support charity, City College Plymouth, Arts University Plymouth, Venturefest South, User Replay Ltd, Adventure Stories, and more.

### Artist's Model

2017 – PRESENT · Self-employed

Providing life modelling services to schools, art galleries, and individual artists, working in a variety of mediums such as drawing, painting, sculpture, digital, and photography. Interpreting artist's vision, utilising physical endurance, yoga-boosted flexibility, and meditation, as well as creating a comfortable and productive working environment. Notable clients include award-winning painter Gregory Mason, TV storyboarder Rob Pybus, Helen Wheatley and Cheryl Kinsley Potter at Birdwood House Art Gallery, Sara Sullivan at Plymouth College, and Jason Parker of Rhythm Media.

### Yoga, Meditation & Mindfulness Teacher

2015 – PRESENT · Self-employed

Leading Rājā & Haṭha Yoga one-on-ones, group classes and retreats in various settings – studios, gyms, business parks, beaches, yachts, homes, and online via Zoom. Notable venues and partners include Naleia Yachting International, Blue Chip Holidays Ltd, Exeter Golf and Country Club, Mount Edgcumbe Country Park, Cowork Ventures Ltd, Michelmores LLP, Lotus Loft Yoga Centre, Exeter Phoenix, and more.

### Senior User Experience Strategist & Researcher

2021 – 2022 · Good With Ltd

Planning and conducting in-depth research on the intersection of mental health, financial education, and AI technology. Utilising methods such as user interviews, academic paper reviews, and usability testing. Analysing data, producing insights & reports, and prototyping and testing solutions tailored to Gen Z. Leveraging outcomes to devise effective UX strategy and inform other areas of business.

## COURSES

**Agile Leadership** by Software Cornwall.

**Copywriting** by NLP Eddu Club.

**Data Viz** by David McCandless / Information is Beautiful.

**Developing Innovative Ideas for New Companies** by the University of Maryland.

**GDPR Compliance Training** by HSQE.

**Hill and Moorland Leader** by Mountain Training.

**Introduction to Counselling (Level 2)** by Heartwood Counselling.

**Mindfulness-Based Stress Reduction** by Health & Care Professions Council.

**NLP Practitioner Training** by Chris Howard.

**Process-Oriented Psychology** by START.

**Teacher Training** by Code Club Pro.

**Understanding Media by Understanding Google** by Northwestern University.

**User Experience Workshopping** by Mekonta.

**Yoga Teacher Diploma** (500 hours) by Devon School of Yoga.

## User Experience Director

2017 – 2020 · Duesday Ltd

Managing a team of five responsible for curating an optimal user experience for Millennials and Gen X across all products and channels. Conducting research and prototyping and testing solutions addressing the challenges arising from financial hardship and billing constraints. Working collaboratively in areas such as brand, design, marketing, sales, usability, and user support to ensure a seamless experience for the target audience.

## Lead User Experience & Interface Designer & Developer

2012 – 2016 · blur Group Plc / Maistro Ltd

Designing and FE-developing digital tools for project management and business matching. Ensuring consistent brand identity across products. Conducting usability audits and tests for optimal user experience. Fostering collaboration between design and development teams.

## Publishing Editorial, UX Microcopy & Writing Assistant

2005 – PRESENT · Self-employed

## Web Designer & Developer

2011 – 2012 · All-In Design Ltd

## Project Manager, Web Designer & Developer

2008 – 2009 · Hanza Creative Agency

## Photojournalist

2006 – 2008 · Slajd Magazine

## Web Designer & Developer

2002 – 2011 · Self-employed

## EDUCATION

### SOAS University of London: MA, 2023

Distinction in Traditions of Yoga and Meditation

### The Technical University of Lodz / The University of Porto: MSc, 2011

Distinction in Information Systems in Management and e-Commerce

### The University of Humanities and Economics in Lodz: BSc, 2009

First Class Honours in Graphics and Multimedia

### The Complex of Economic Schools in Pabianice: Level 3, 2005

Economics and Business Administration: Maths, English, Polish.

## AWARDS

**Exeter Startup Weekend** (1st Place Award) by Google, 2016

**Integrated Skills in English** (III/C1) by Trinity College London, 2018

**Leadership & Management** (Level 3 Award) by CMI, 2018

## KEY SKILLS

Management · Coordination · Strategy · Research · Mentoring · Consulting · Public Speaking · Design Thinking · Data Analysis

## VOLUNTEERING

**Community Events Manager,** 2017-2020 at South West Adventurers

**Facilitation Assistant,** 2019-2020 at Sarasi Rogers Systemic Constellations

**Logistics Specialist,** 2006-2007 at Camerimage Film Festival

**Videographer & Journalist,** 2004 at TV ProMok

**Fundraising Coordinator,** 2002-2005 at The Red Cross

Publication:  
“Consumer-Oriented Online Shop Creation”, 2011 by Lambert Academic Publishing

Driving licence.

Full DBS.