



# Mateusz Karpiński

## Contact

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## Education

- 05.2022 - 06.2022  
Product Design Level UP DaftCode, El Passion.
- 11.2021 - 12.2021  
Product Design Beginners DaftCode, El Passion.
- 2020 - 2021  
Białystok University of Technology  
User Experience Design and web analytics, Postgraduate studies
- 2018 - 2020  
Białystok University of Technology  
Management and production of engineering, Master degree
- 09.2018 - 06.2019  
Student, Polytechnic Institute of Viana do Castelo, Portugal, Program
- 2014 - 2018  
Białystok University of Technology  
Management and production of engineering, Engineer degree
- 07.2017  
Student, Summer School, Zhejiang University Ningbo Institute of Technology, China.

I agree to the processing of personal data provided in this document for realising the recruitment process pursuant to the Personal Data Protection Act of 10 May 2018 (Journal of Laws 2018, item 1000) and in agreement with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation).



## Current Work

With three years of dedicated experience in SEO optimization, I thrive in a dynamic international environment, exclusively catering to English-speaking markets. My expertise extends beyond conceptualization, as I actively contribute to crafting individual components and entire landing pages for websites. Proficient in implementing design changes, my technical proficiency extends to WordPress and other platforms. As an avid AI user, I leverage artificial intelligence tools to enhance efficiency and stay at the forefront of innovative solutions. My commitment lies in seamlessly blending design innovation with technical excellence to enhance digital experiences.

**Read more** about me on my [website](#). Also **be sure** to check out my [recommendations](#).



## Skills

### Programming Stack

- HTML
- CSS
- Material UI
- GIT
- JavaScript
- React
- NPM
- VS Code

### User Experience

- Persona creation
- Customer journey
- Business Model Canvas
- Figma
- Value proposition canvas
- Information architecture
- Adobe Illustrator

### Language

- English communicative
- French basic

### SEO

- WordPress
- Semrush
- Ahrefs
- Screaming Frog
- GA
- GSC
- Screaming Frog
- Selection of monitored phrases
- Analysis of the link profile
- Building an SEO strategy

### Other

- Flexibility and adaptability to a new working environment
- Sense of responsibility for projects
- Attention to detail
- Team work
- Creativity



## Work Experience

- 01.2023 - current  
**Junior SEO Specialist**  
SUSO Digital
- 10.2020 - 07.2022  
**Junior SEO Specialist**  
WeNet Group S.A.



## Portfolio Projects

- Website and design - Flooring Concept**  
(Figma + WordPress) - Commercial  
[flooring-concept.netlify.app](https://flooring-concept.netlify.app)
- Website and design - Portfolio**  
(Figma + HTML + CSS + React/ JavaScript)  
[mateuszkarpinski.netlify.app](https://mateuszkarpinski.netlify.app)
- Website and design - Furniture Zone**  
(Figma + HTML + CSS + React/ JavaScript)  
[furniture-zone.netlify.app](https://furniture-zone.netlify.app)
- SegreApp mobile app design**  
[Project within the UX postgraduate studies](#)