

# Hi!

*Would you like to meet over coffee?*



My name is Mateusz Pożar and I'm moving into UX Design & Research after years as a contemporary artist, project manager, hacker and generalist. I've included projects in this portfolio that are easy on the eye, but I delight in doing research with complicated flowcharts and would love to talk to you about it. You can find out some of that work at my homepages, the links are at the end of this.

Portfolio #01 | 2024

# WELLMATE

*"To encourage more physical activity & social exchange in a team, a user can create a 'workout of the week' that everyone should complete - five squats before lunch, etc"*

**Brief:** An MVP of a mobile social wellness app promoting activity and social interaction in a workplace.

**Challenges:** Creating a gamified social wellness app that people actually want to try, taking into account that people have different motivation for playing games.<sup>1</sup>

The design is developed by programmers new to both the Outsystems platform<sup>2</sup> and Figma, requiring simple design and functionality. Including AI was a requirement.<sup>3</sup>

**Process:**

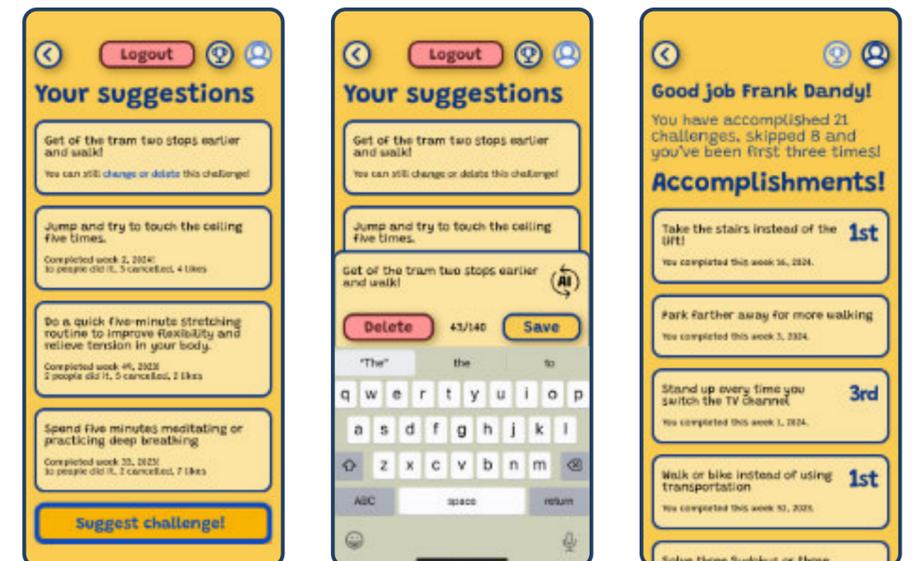
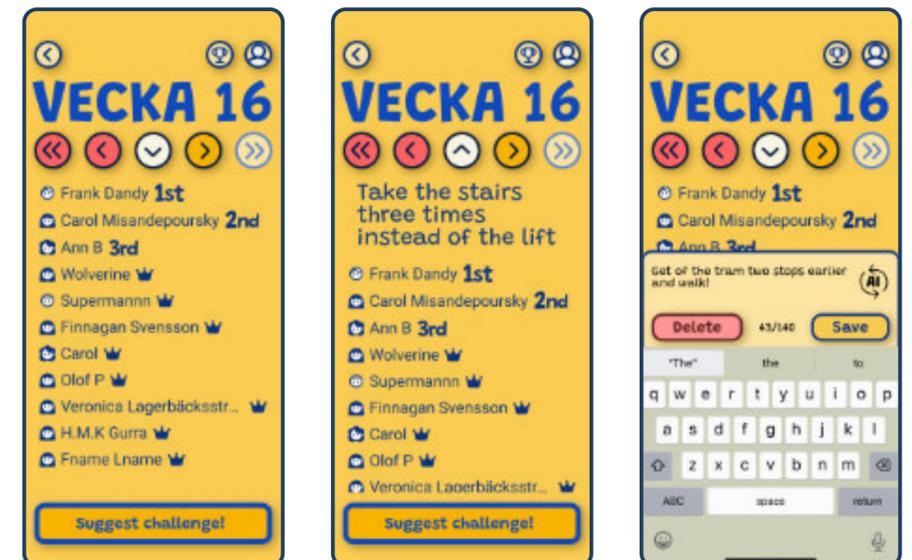
- Identify scope and set timeframe
- Research of gamification mechanics
- Competitor analysis – mechanics, look & feel
- Flowchart of user happy path
- Wireframe & prototype interaction, team presentation
- Asset design & interactive Figma delivery
- Presentation and handover to developers
- Continuous asset update and dev help

**Gamification:** The social and gamified elements of Wellmate are intended to be obvious but not perceived as manipulative: Complete and rate challenges, and suggest challenges of your own.

The challenges are open-ended enough that they allow different "gaming style" as well as both extrinsically & intrinsically motivated participation.

**AI:** The AI integration is implemented as an assistant in the "suggest challenge" modal. It uses OpenAI and GPT3 and can either autocomplete a text or create a new challenge. All suggestions go into a pool and are randomly selected each week.

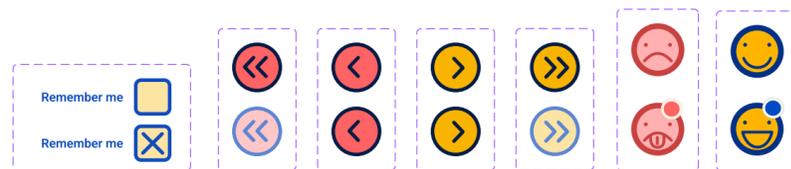
One of the future tunings will be to see how users take to the use of AI. In an app that is supposed to promote interaction, feeling manipulated discourages some people from participating.<sup>4</sup>



Flowcharts & sketches



Colour schema – friendly and playful



Custom and readymade SVG files turned into Figma components

## References

<sup>1</sup> In the paper "Gamification in Apps and Technologies for Improving Mental Health and Well-Being: Systematic Review" (Cheng VWS et.al) the authors identified 18 different gamification mechanics in apps promoting mental wellbeing. <sup>2</sup> Outsystems is a low-code platform for rapid application development and deployment. <sup>3</sup> All applications developed during spring 2024 had to have an element of AI in order to demonstrate how it can be used on the three platforms

that Bright Skills are offering. <sup>4</sup> It's still early days on research into how LLM:s effect social interactions, but "Artificial intelligence in communication impacts language and social relationships" (Hohenstein et.al) points to that even though many are sceptical of AI-mediated social interactions (automatic messaging, for example) this scepticism doesn't carry over once the users are better acquainted with how the system works, as long as the system is transparent and offers an improvement.

**Wireframes:** After feedback from PO and dev team some interactions were changed, but the overall feel remained.



# BLOMSTERSTUGORNA REBRAND

*“The cemetery work keeps us steady, but it's never very cheerful [...] I'm glad to provide comfort during those sad times. It's just not what I love most about flowers.”*



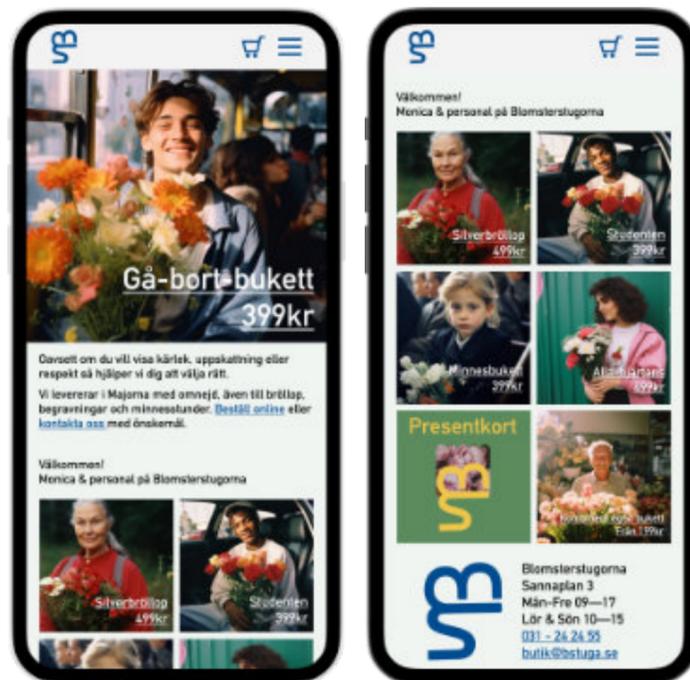
**Typography:** The monogram is based on ITC Bauhaus and softened into an organic shape intended to mimic the stem and petals of a flower. The font for all other text is DIN 1451 allowing for a consistent and contemporary look.

**Brief:** Rebrand for a florist. [spec work]  
**Challenges:** Striking a balance between a memorable new identity and retaining the local feel.  
**Goal:** A logotype and brand guidelines that are easy to use and repurpose for low-budget marketing.

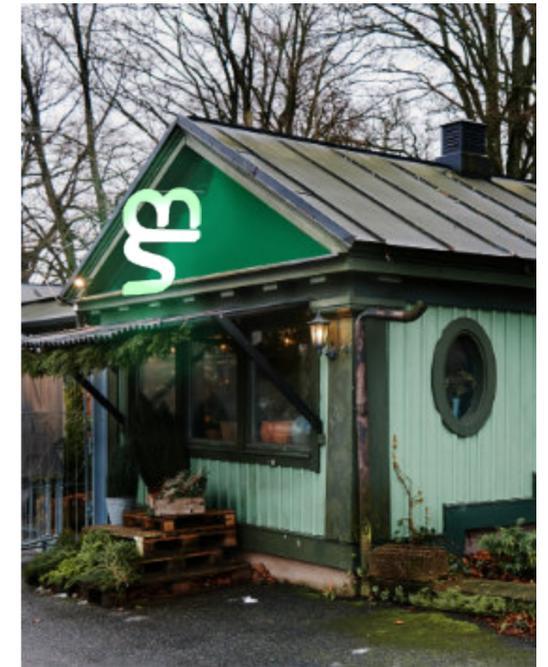


**Instagram** is where Blomsterstugorna have the most engagement with customers – a great opportunity to shape the discussion

**Reponsive web:** Most shopping decisions happen in-store, but an online-presence allows for setting a tone-of-voice and presenting flowers as part of a narrative rather than merely an accessory.



The logo can be reproduced in different mediums without losing brand recognition, and is adaptable for seasonal or other campaigns, collaborations with local artists, screenprinting, etc.



# ART PRACTICE

**Art and Design** are distinct fields but they both foster a curious mindset, value unique perspectives, and rely on clear vision and communication.

Even though my artistic practice has taken a backseat in favour of UX, I remain committed to exploring collaborations and personal projects in the future.

The diverse range of skills acquired from my artistic practice, spanning software, physical manufacturing, print, and interactive works, serves as a tremendous asset in any design project I undertake.

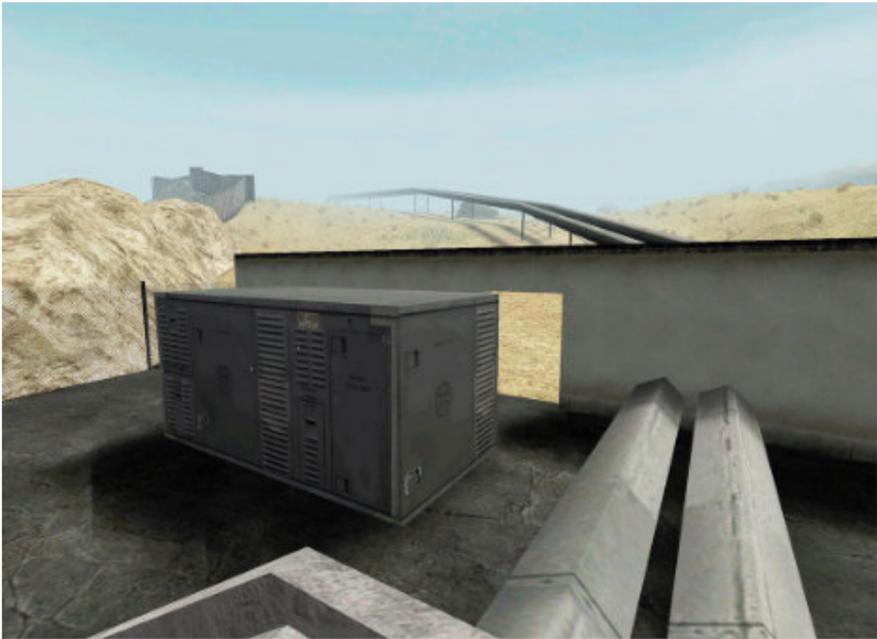
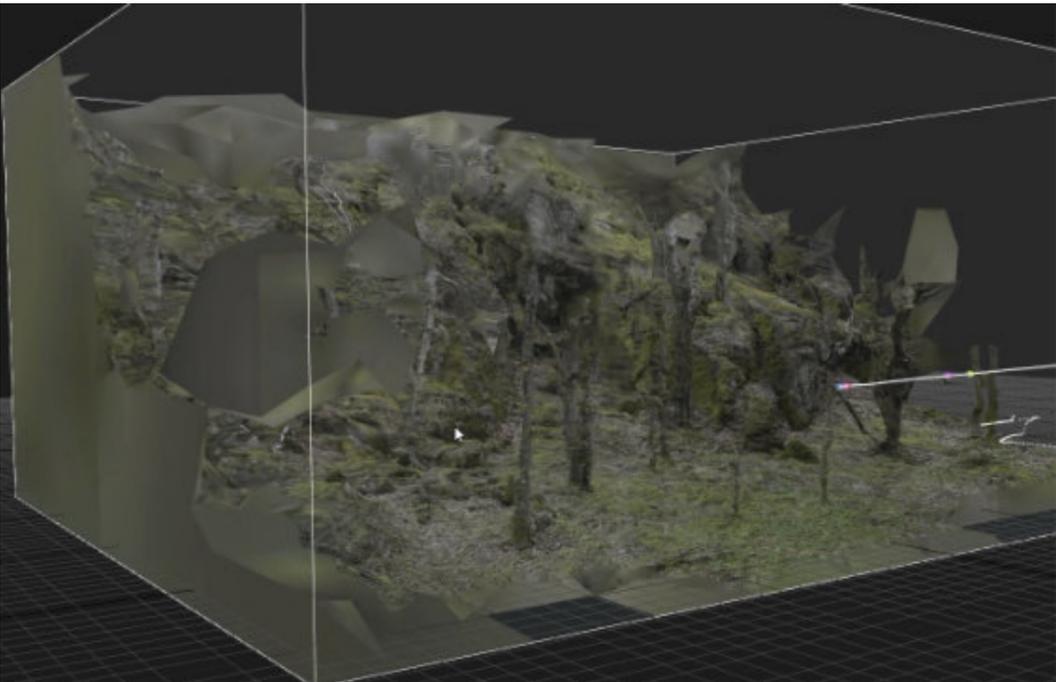


Image from the series **Virtual Photography** (2006)

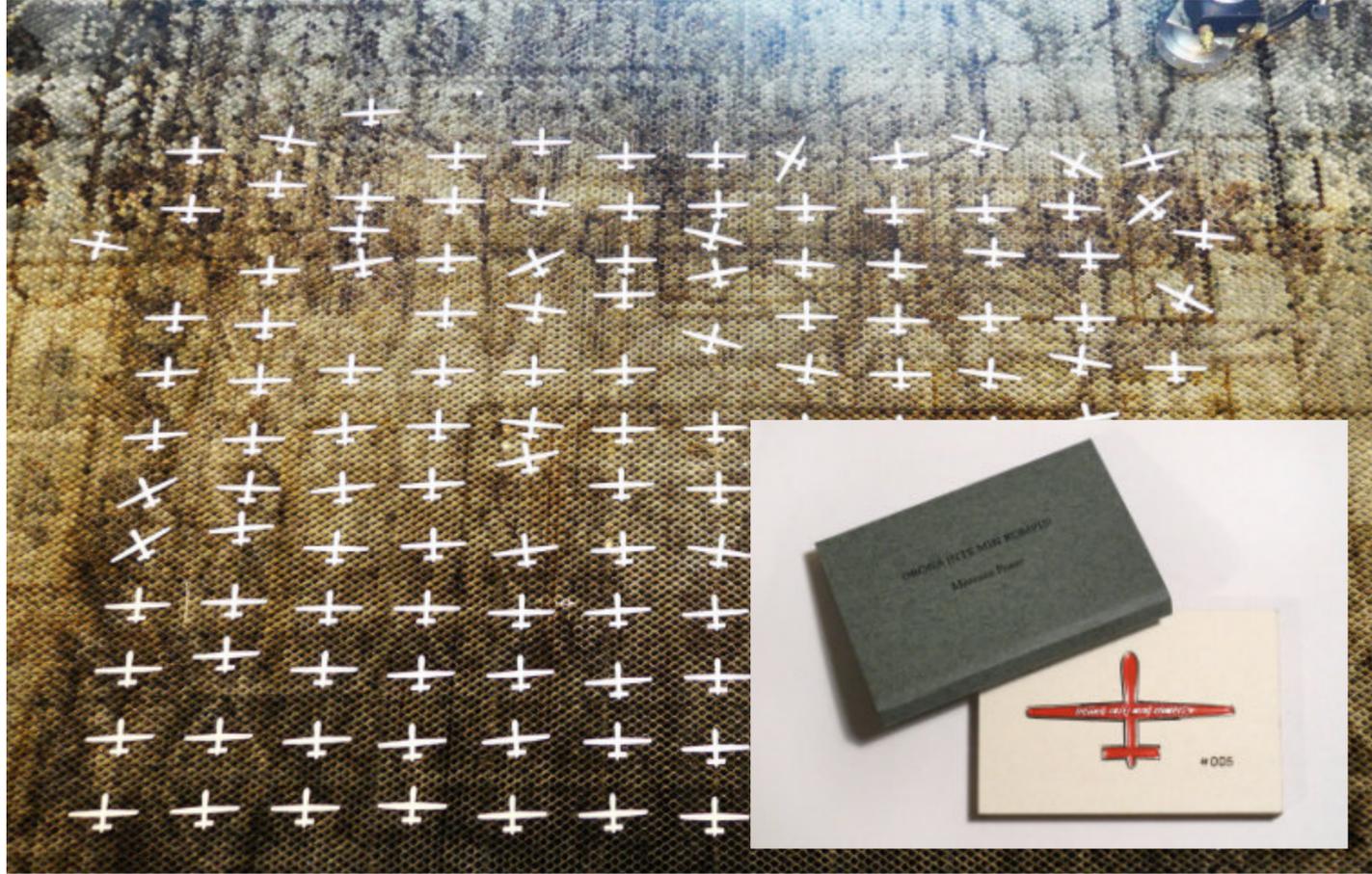


**What is This Place? This is the place!** is a mapping of a clearing in the forest.

A mixed-methods approach combining geographic, psychological and social data – using drone photography, charcoal rubbings, photogrammetry, and animation.

Presented at the **Korean pavilion at the Venice Biennale 2021**.

**3D mesh** on point cloud, made from a photogrammetric drone track shot.



**Dröna inte min kompis** (2015). 200 enamel pins with “dröna inte min kompis!” across the wings, aimed to raise awareness of drone surveillance and extrajudicial killings. Anyone who donated to a peace organisation could buy a pin at cost. An attempt to draw attention to how drones have transition from science fiction to an unquestioned part of modern security infrastructure.



**Photography** plays a key role in how I approach visual communication and storytelling, regardless of the discipline. I’ve been freelancing since I was 15 years old and the problem-solving skills and aesthetic sensibilities required in photography have served me well across creative fields.





Thank you for your time, and I hope I got your attention. So, how about that coffee?  
Have a lovely day!

**Mateusz Pożar**

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**pozar.se**

UX portfolio with more info on the projects included in this tabloid, as well as other work.

**monocultured.com**

Documents my art practice. I've run a personal blog on [monocultured.com/blog](https://monocultured.com/blog) since 2006.

**hintlab.org**

I started Hintlab in fall of 2022 as a collaborative platform for speculative research & design projects.

**Recent UX and other work**

2024: Intern 16 weeks @ Bright Skills low code consultancy

2024: Consultant UX accessibility, representation and AI @ Amphi.

2023: Intern 8 weeks @ RISE – Research Institute of Sweden

2014 – 2024: Project manager @ KKV GBG

2010 – ongoing: Photography, video @ freelance

2008 – 2019: Lecturing & workshops @ Chalmers, UMA, KTH

**Education**

2022-2024: UX Design – 2 years @ IT-högskolan

2005-2007: Contemporary art – 2 year MFA @ Valand konsthögskola

2003-2005: Photography – 3 year BA @ Högskolan för Fotografi & Film

**Shorter courses & certificates**

2023: AI & Design, Concepts and methods @ Textilhögskolan i Borås

2023: AI – Organisation, värde och införande @ AI Sweden

2022-2024: [multiple courses] UX Management, Agile Methods for UX Design, Perception and memory in HCI and UX, Mobile UX Design, Human-Computer Interaction, Accessibility – design for all @ IDxF



[calendly.com/pozar/coffee](https://calendly.com/pozar/coffee)

This is my UX design portfolio. There are many like it, but this one is mine. My portfolio is my best friend. I must master it as I master my craft. I will showcase my work true, impressing stakeholders before they move on. I'll understand users, refine my designs, and make them intuitive and delightful. Confidently presenting my portfolio, I'll tell the story of my process. I'll embrace feedback, continuously improve, and create exceptional experiences. I am a UX designer, committed to simplicity, creativity, and empathy. **This is my portfolio. There are many like it, but this one is mine.**