Selected Works

Kat Okińczyc

Brand | Product | Communications | Strategy & Leadership

Hello!

I'm Kat Okińczyc, a brand and product strategist who thrives at the intersection of business, design, and technology. I've spent my career driving innovation in Consumer Tech, SaaS, FinTech, Digital Transformation, and Sustainability translating bold ideas into award-winning solutions. My secret superpower? Crafting employer brand experiences that attract and retain top talent.

What I bring to the table:

Holistic Brand & Product Leadership: I elevate products and services while designing targeted brand strategies that drive growth and customer loyalty.

Cross-Industry Expertise: I've led B2B and B2C projects in startups and corporations, always staying ahead of trends.

Lean Problem-Solving: I comfortably guide teams to deliver impactful results in resource-constrained environments using creativity and cutting-edge tech.

Award-Winning Impact: Honored with Red Dot Design Awards for reimagining human experiences and focus on sustainability.

I'm excited to tackle new challenges and co-create innovative solutions that turn ambitious goals into reality. Need to elevate your brand or rethink your product experience? Let's collaborate!

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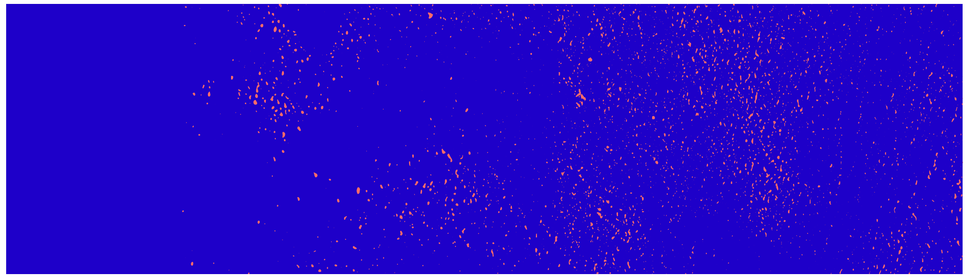
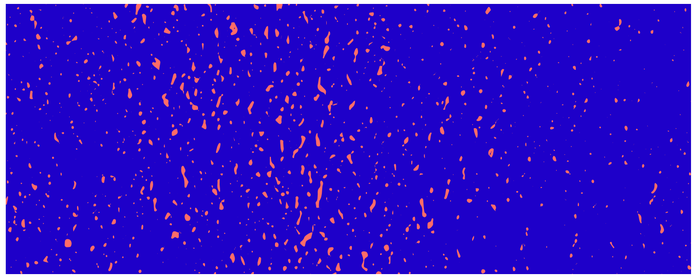
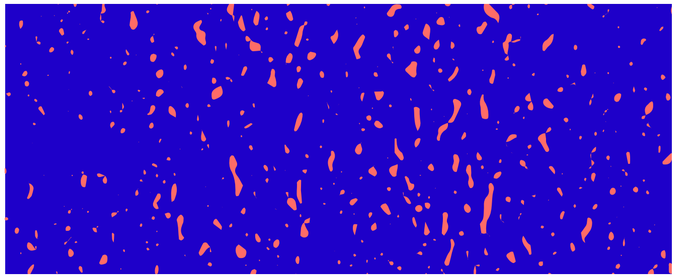
THE BIG SEARCH

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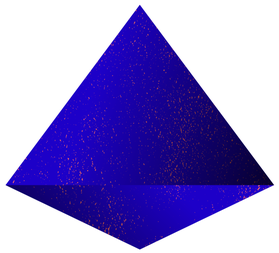
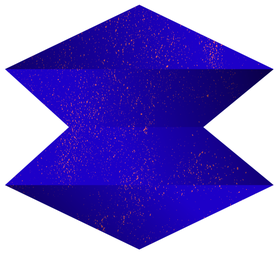
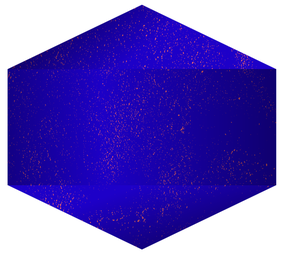

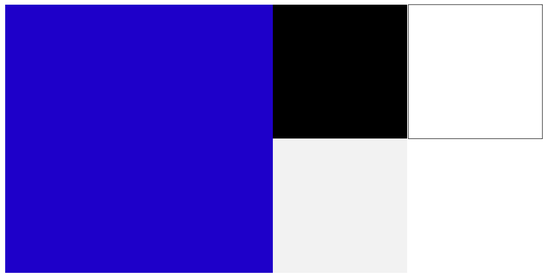
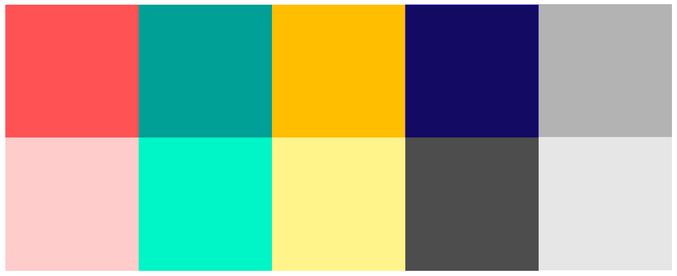

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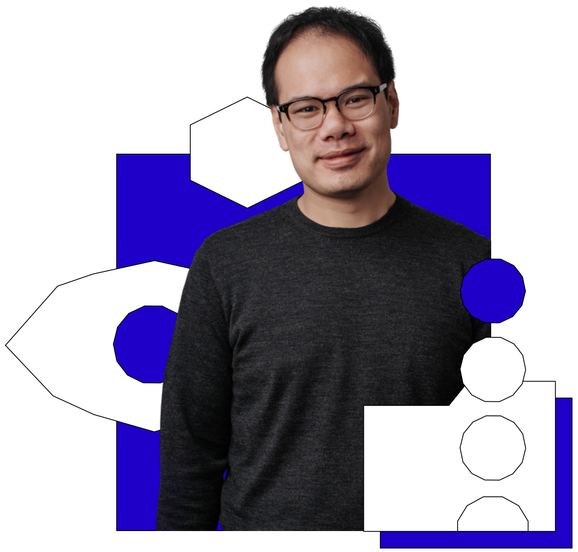
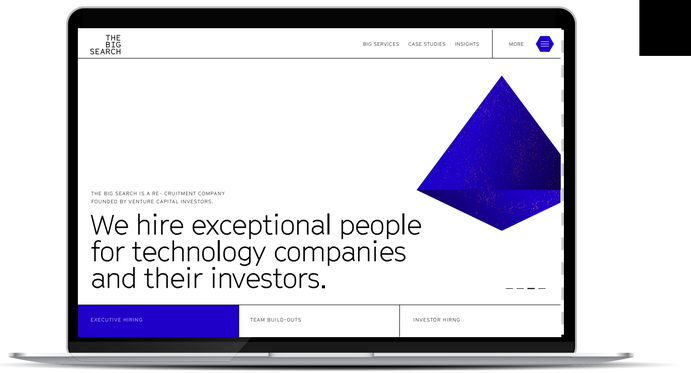
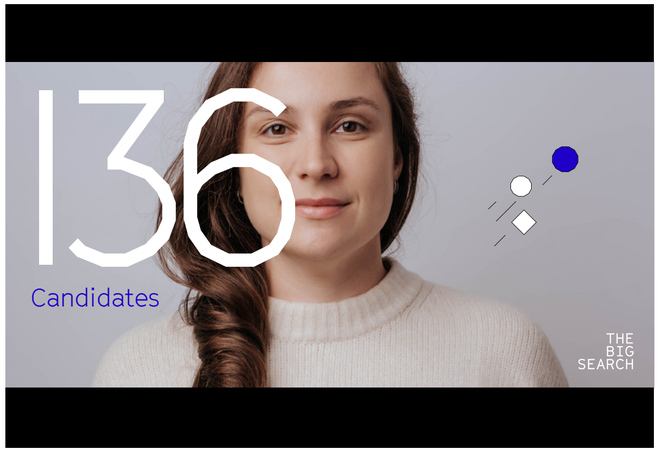
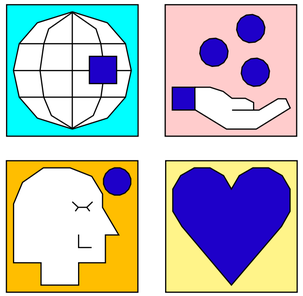
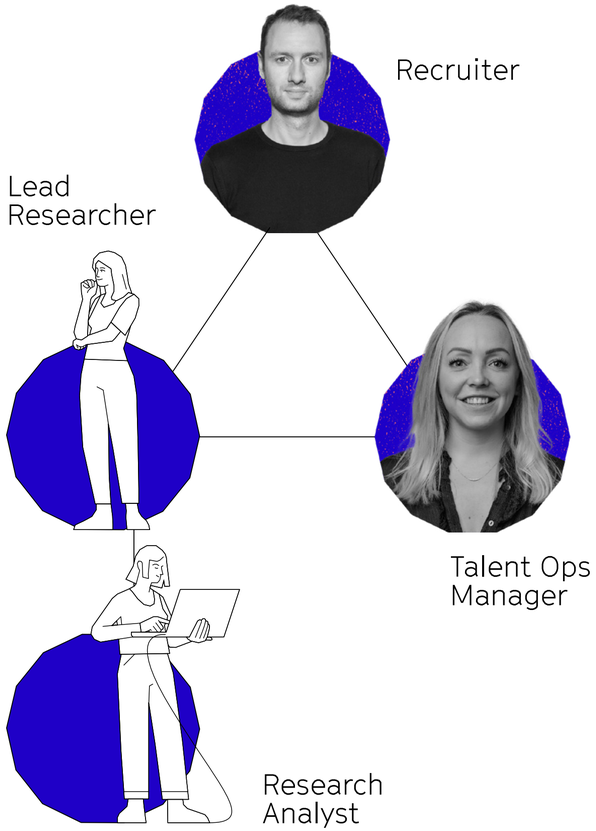


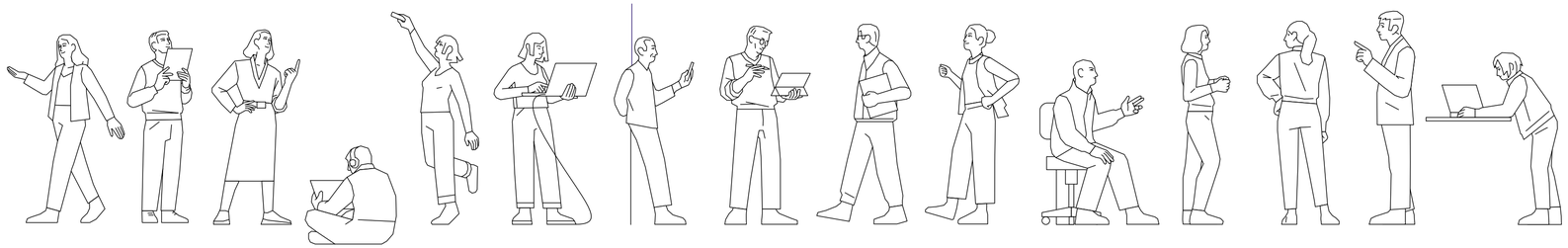
Research
Analyst



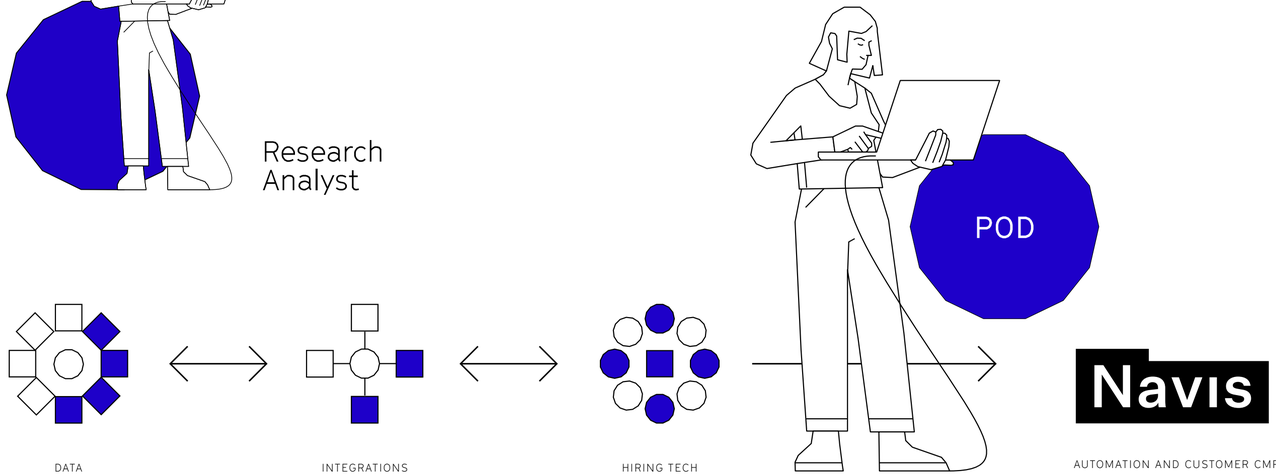




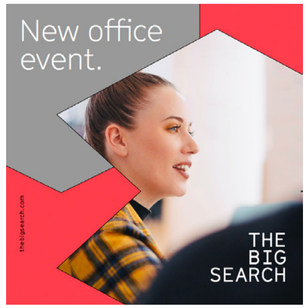

Recruiter
Lead Researcher
Talent Ops Manager
Research Analyst

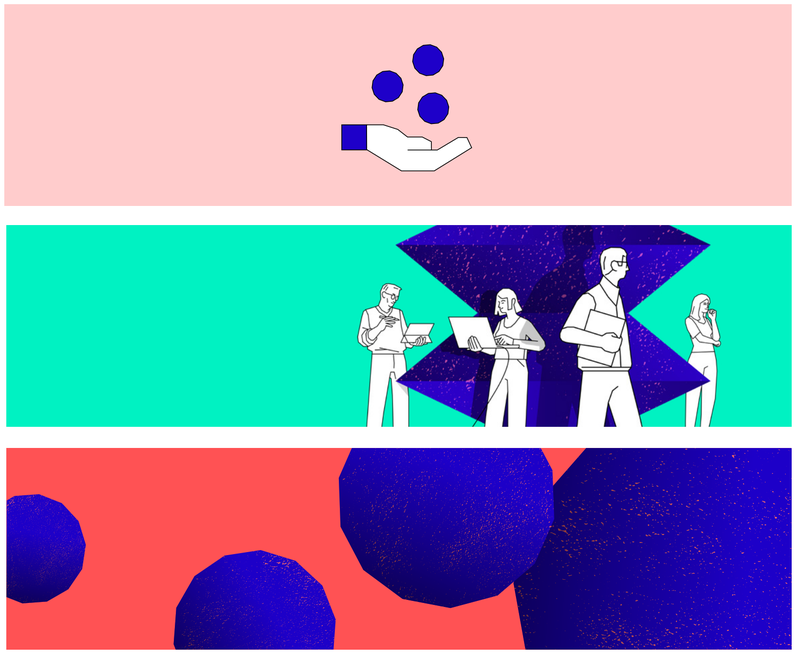


ONE–OFF EXEC SEARCH
REMOTE
POD_01
REMOTE
ONE–OFF EXEC SEARCH


POD
DATA
INTEGRATIONS
HIRING TECH
Navis
AUTOMATION AND CUSTOMER CMR

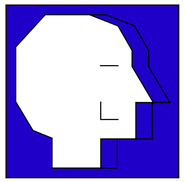
Why is this search not going well?
Maybe we should try the new analytics software?
No, let's go with our guts.
Why won't candidates engage on this role?
It has always worked so far.



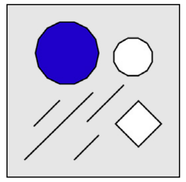


- Working Policies
- Meet the TBS Teams
- TBS Areas of Responsibility
- How to use our tools and software
- Processes
- Being Effective!
- Progression at The Big Search
- **TBS Brand Resource**
- Recruitment Workspace
- ETA Workspace
- Pods and Groups Workspace
- Manager resources
- People Workspace
- Research Workspace
- Talent Operations Workspace
- Research & Talent Ops discussion topics
- Product Workspace
- Finance and Administration Workspace

TBS Blue



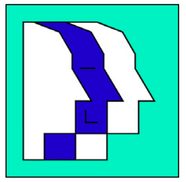
Allround Dove



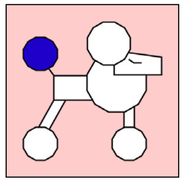
Commercial Red

Finance Yellow

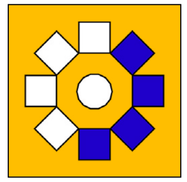
People Aqua



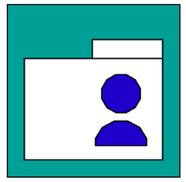
Brand Pink



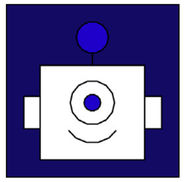
Data Orange



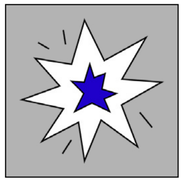
Recruitment Green

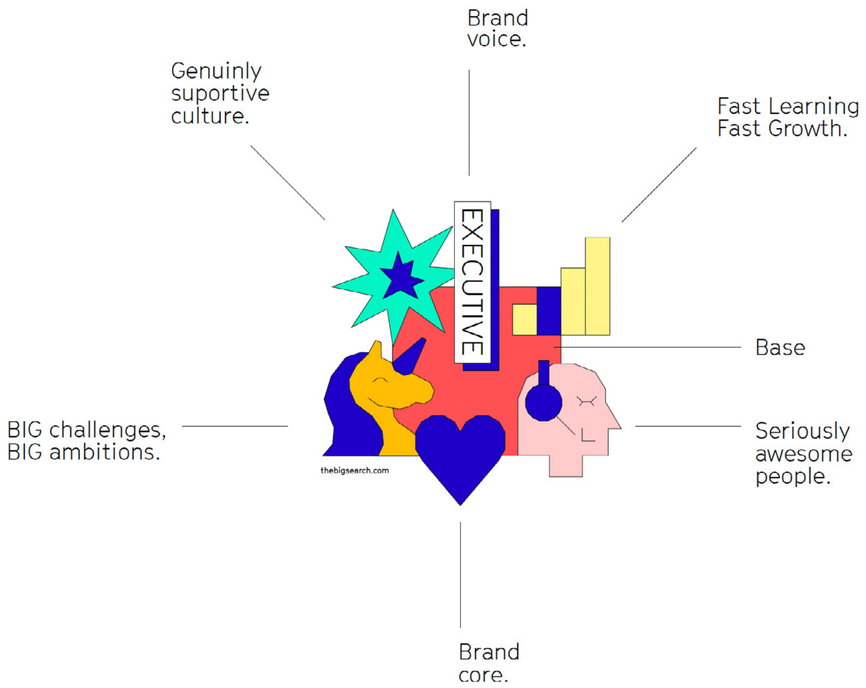


Product Navy

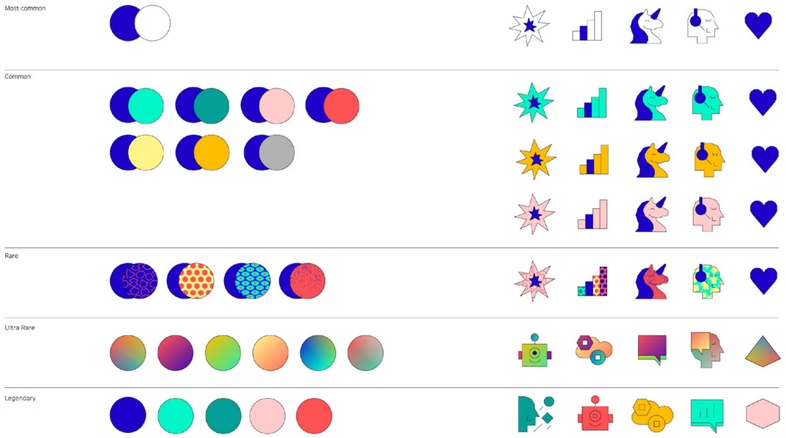


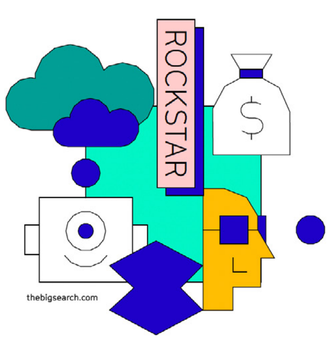
Strategy Steel

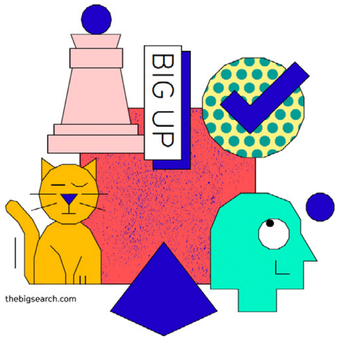


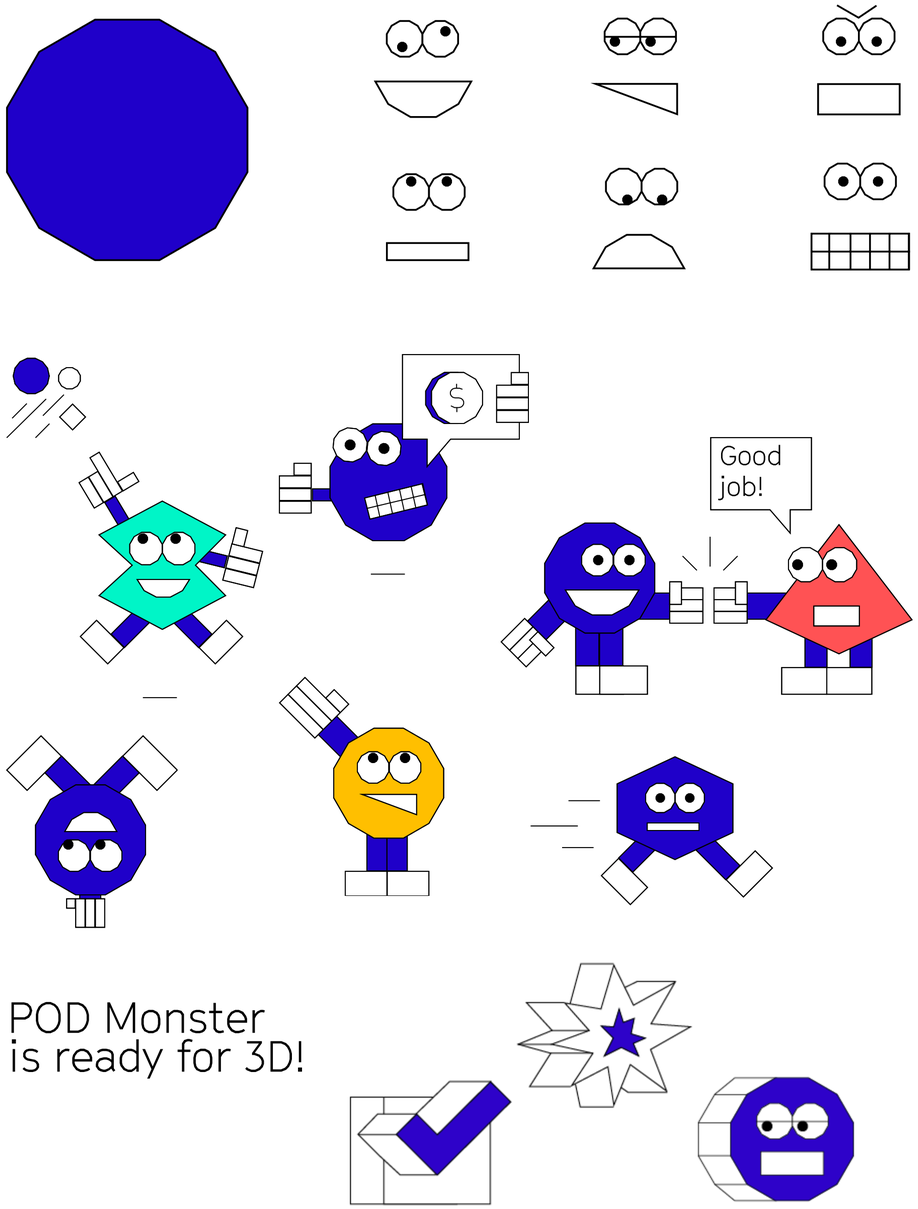


Elements' visual rarity differentiators.





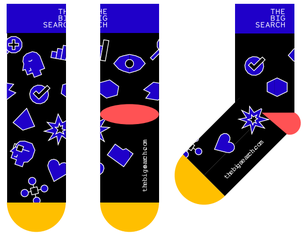


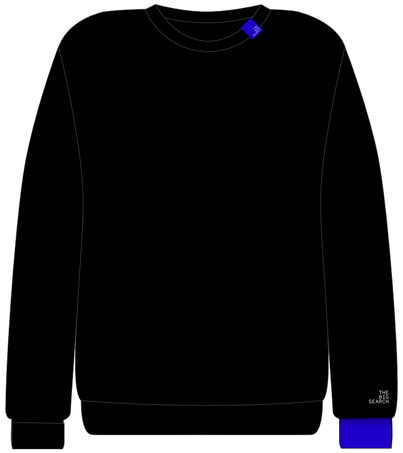

$
Good job!
POD Monster is ready for 3D!

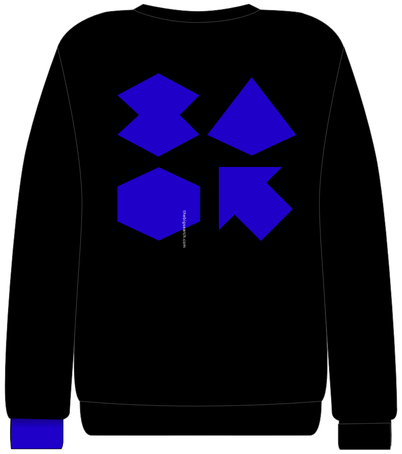
THE BIG BITES
We give a sh*t.
We grow daily.
We put people first.
ICEBREAKER
THE BIG SEARCH
TONY'S CHOCOLONELY

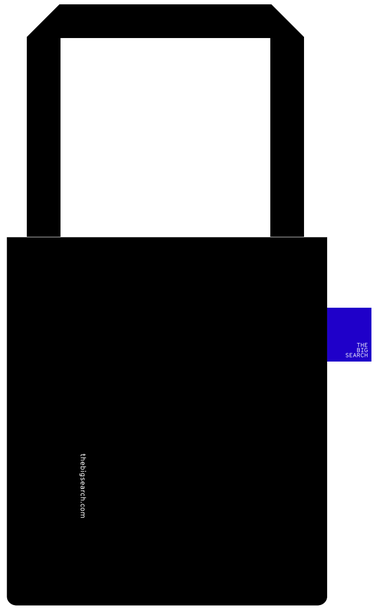
Seriously awesome monster.

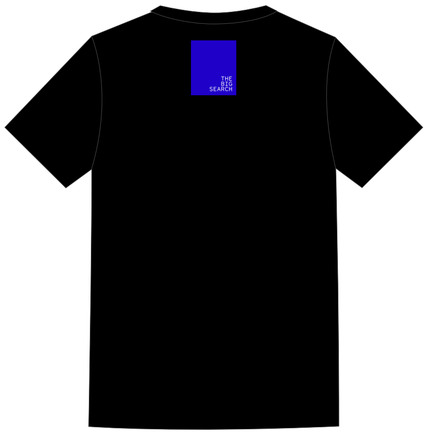
Swag | Employee Onboarding | Corporate Events

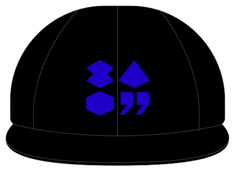


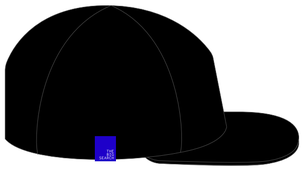












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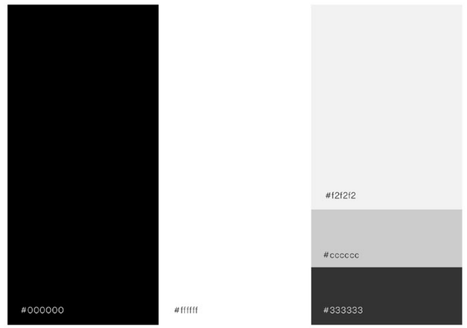
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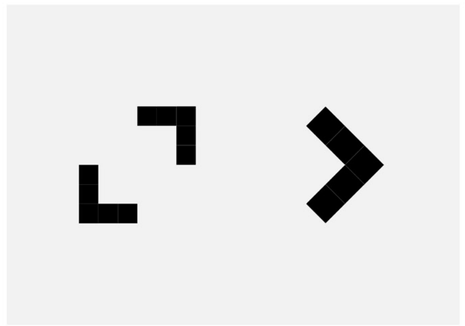

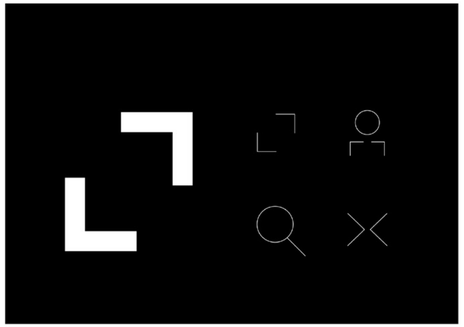

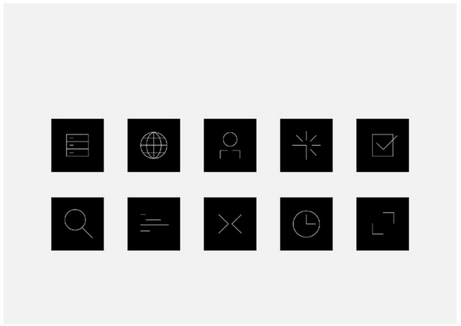

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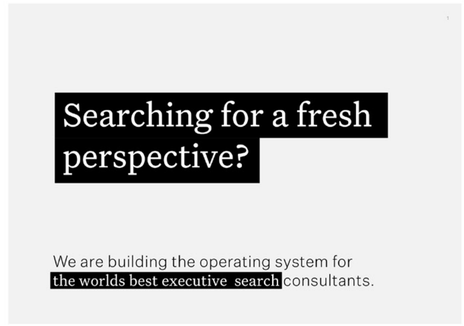
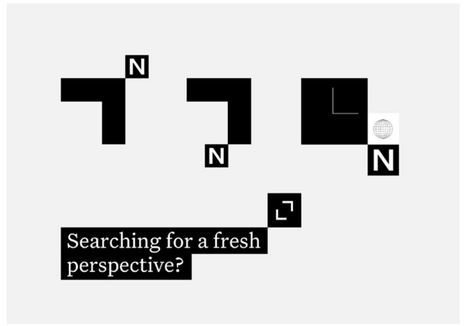
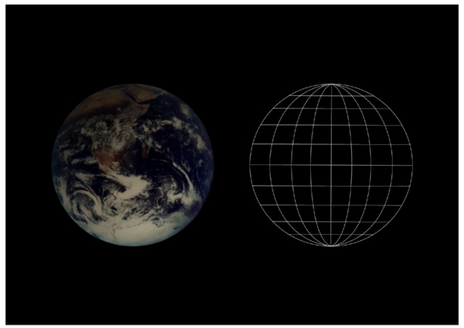
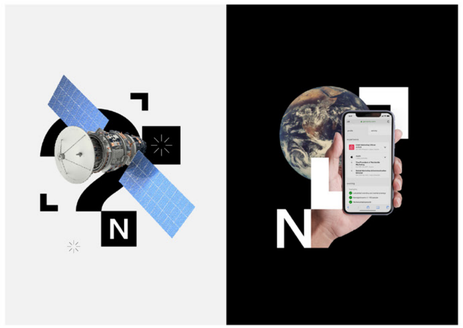
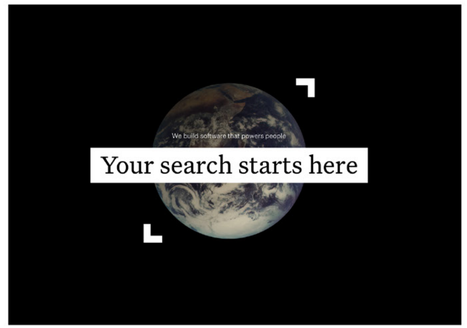

Searching for a fresh perspective?
We are building the operating system for the worlds best executive search consultants.


Searching for a fresh perspective?

Navis
Navis



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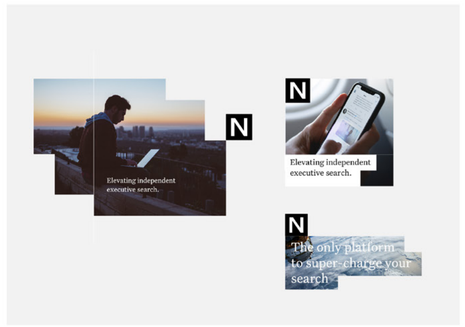
Your search starts here


Elevating independent executive search.
Elevating independent executive search.
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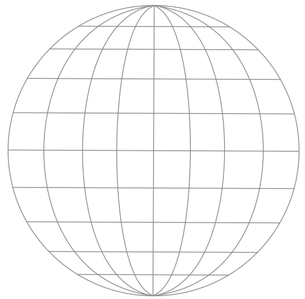
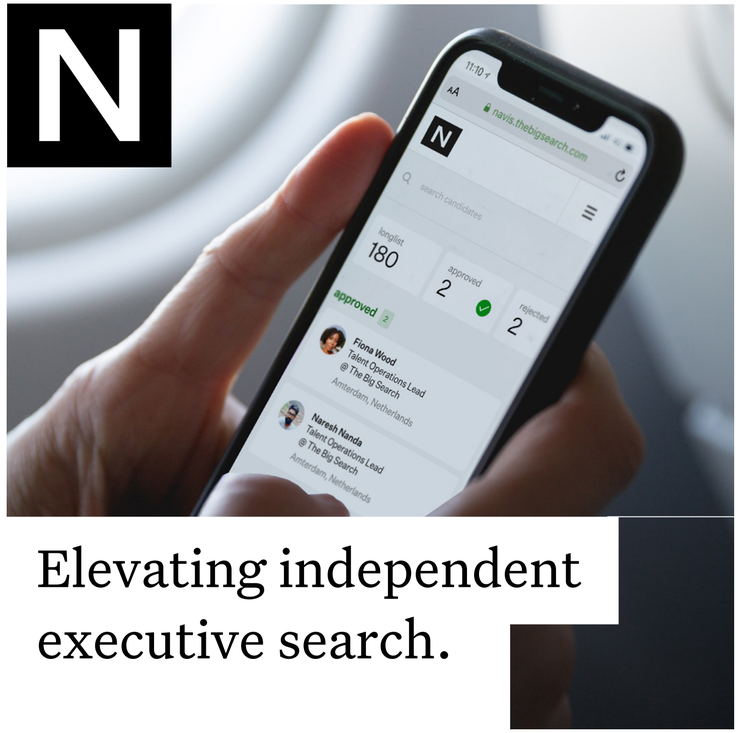
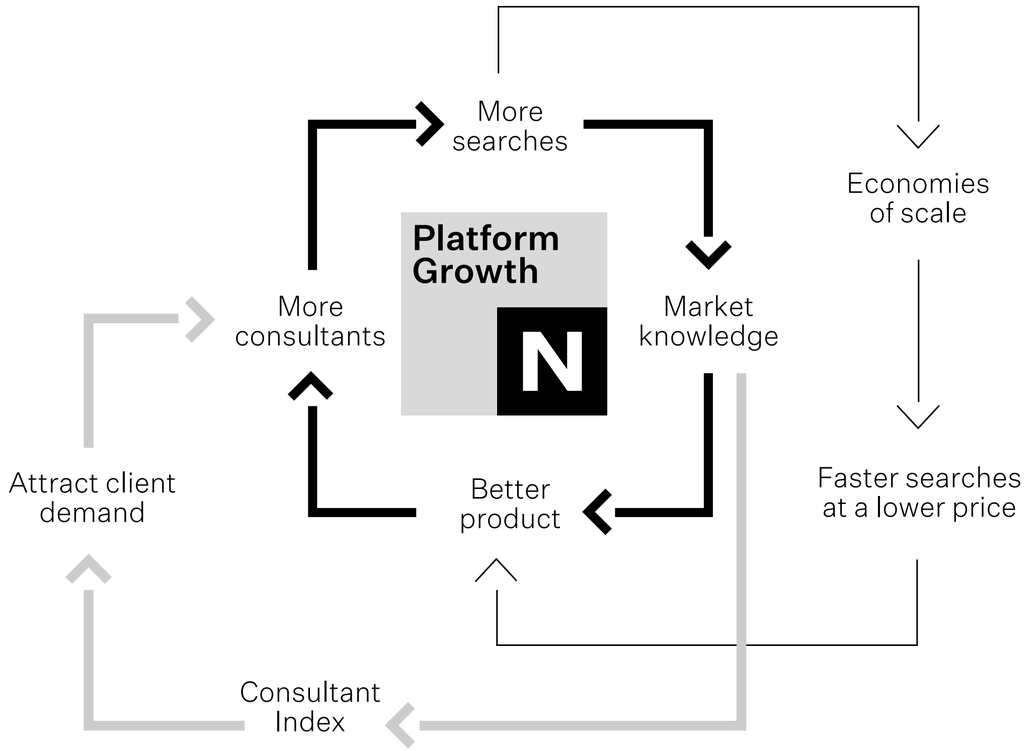
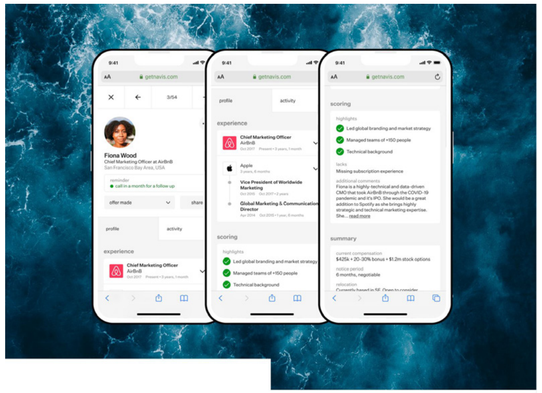




Elevating independent executive search.

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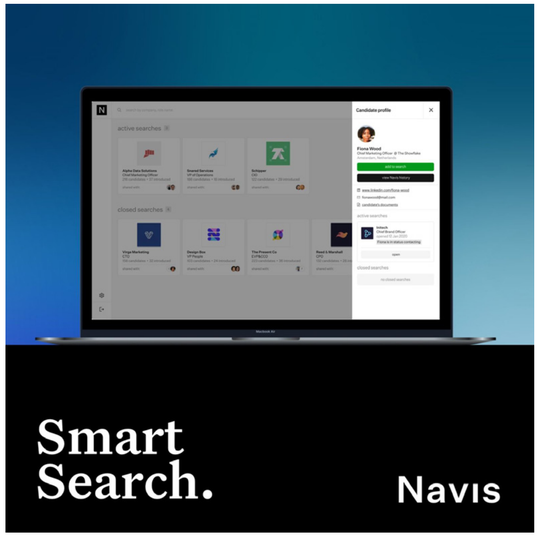
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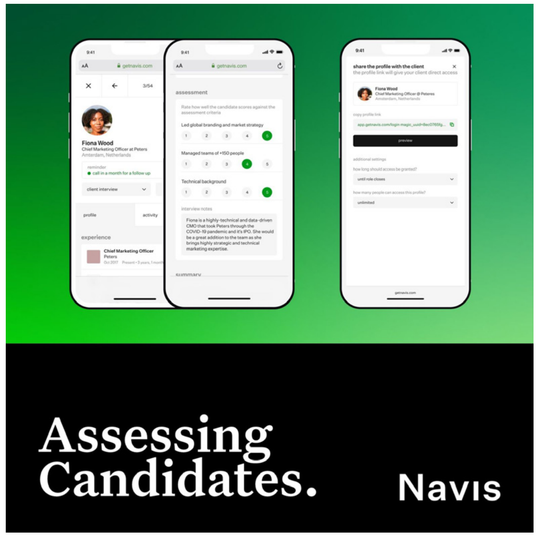
Assessing
Candidates.
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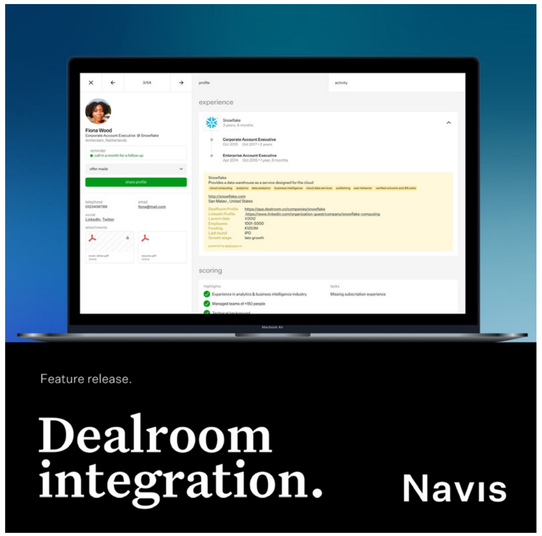
N
We are hiring.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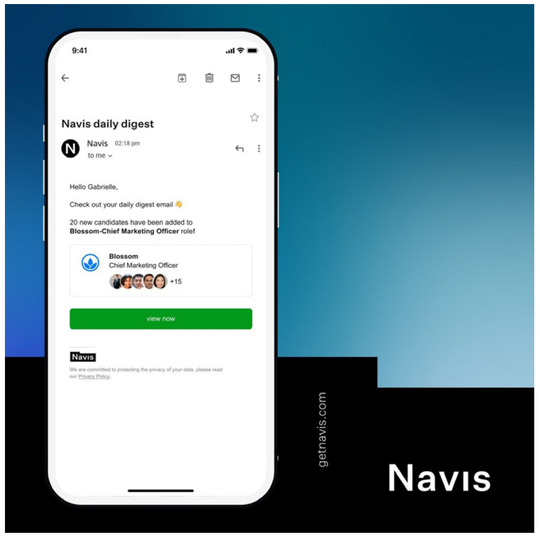
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Navis 02:18 pm
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Hello Gabrielle,
Check out your daily digest email
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Chief Marketing Officer
+15
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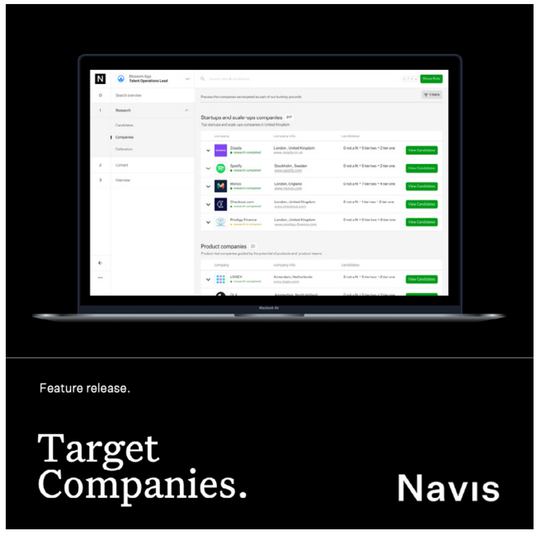
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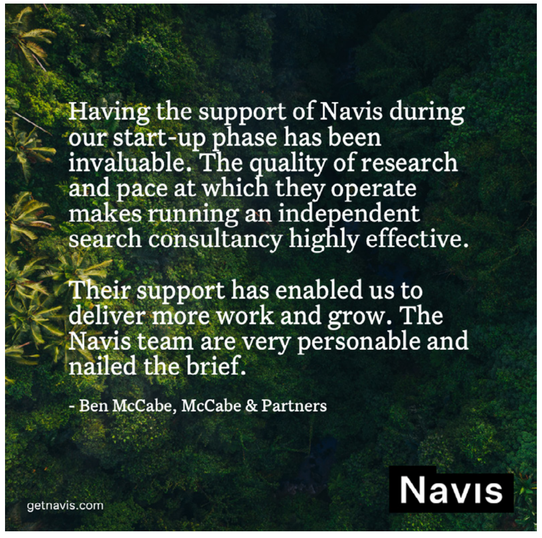
Having the support of Navis during our start-up phase has been invaluable. The quality of research and pace at which they operate makes running an independent search consultancy highly effective.
Their support has enabled us to deliver more work and grow. The Navis team are very personable and nailed the brief.
- Ben McCabe, McCabe & Partners
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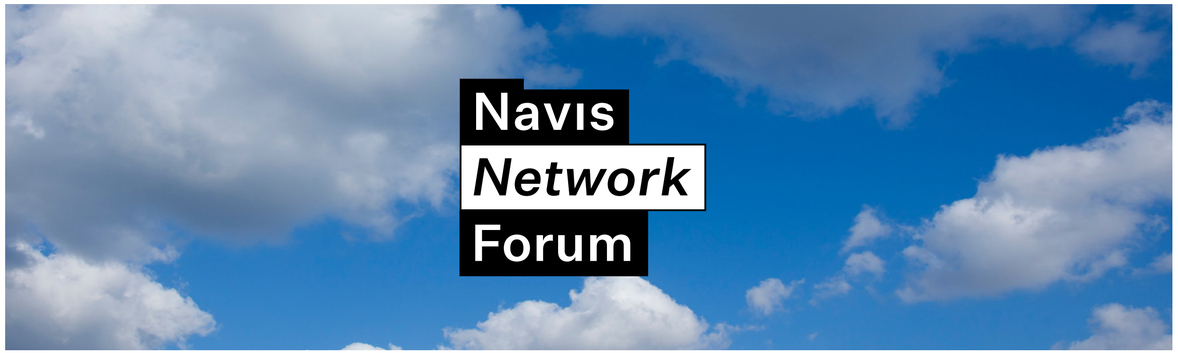

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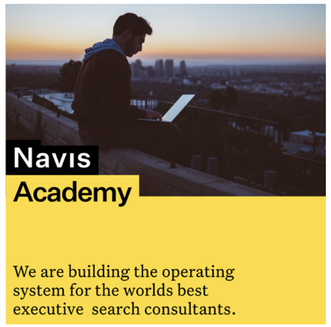
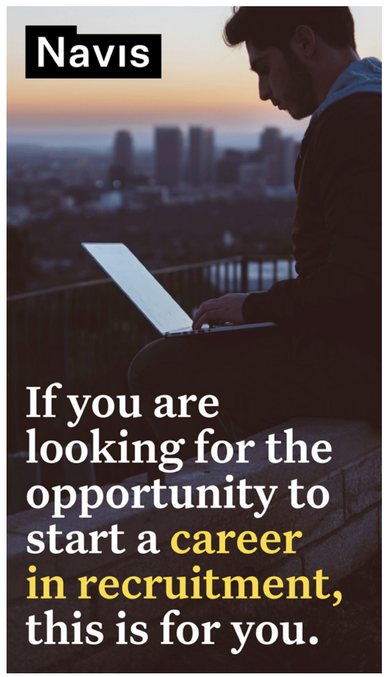
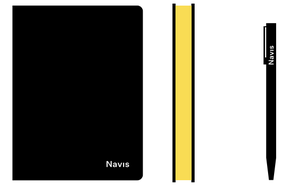
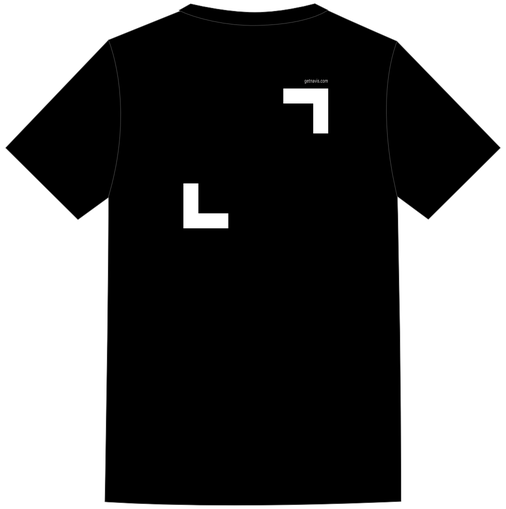
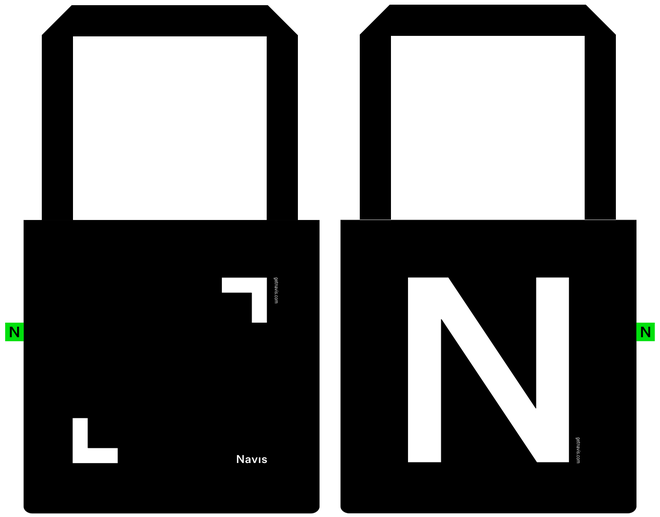


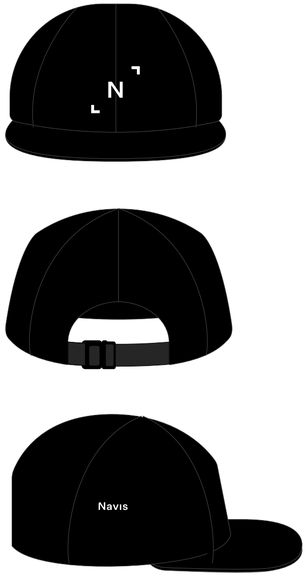




Employee Swag & Events







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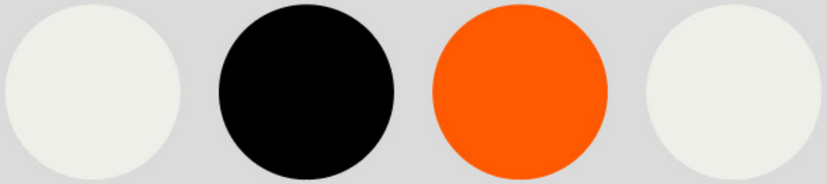

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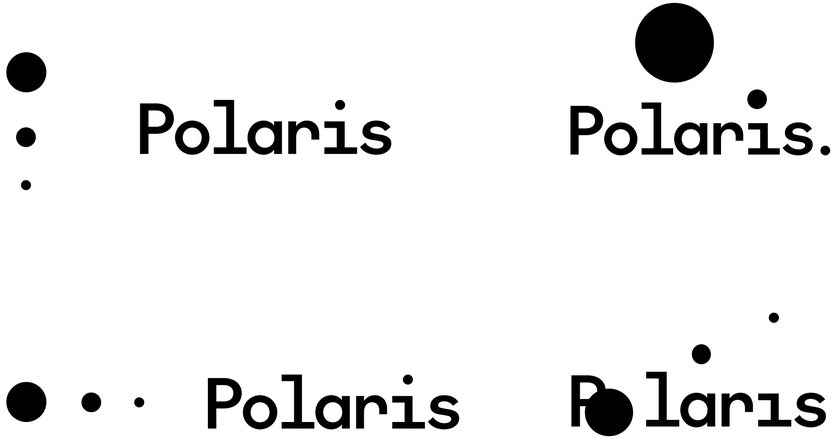

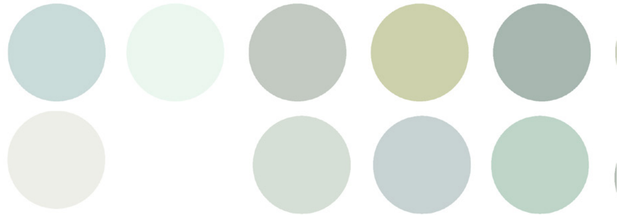

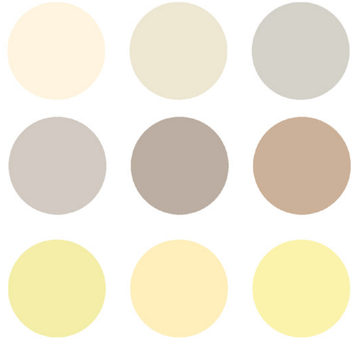

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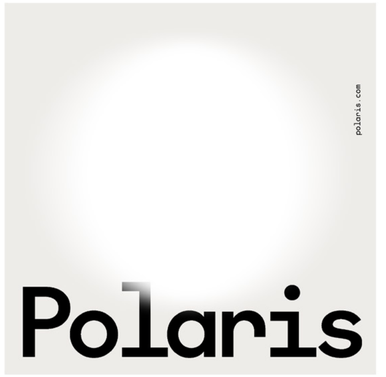
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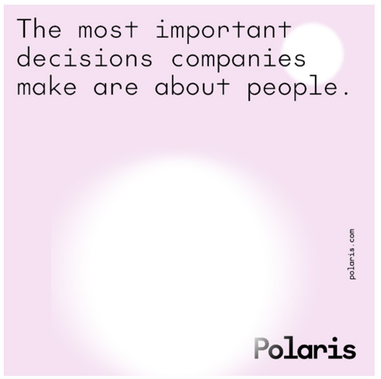
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Entrepreneurs are the driving force of value creation in the technology sector.

Polaris is building the largest database of human-centric, psychological and behavioral drivers of entrepreneurial success. Our platform serves as a tool to assess and understand entrepreneurs and their organizations in an unbiased way - regardless of their demographic background, education, history of entrepreneurship etc.

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Access

Untapped pools of Founders from all over the world

Strong potential Founders outside of established ecosystems

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- Better investment decisions
- Better intervention [Coaching & development]
- Better monitoring of organisational performance and culture
- Better hiring decisions

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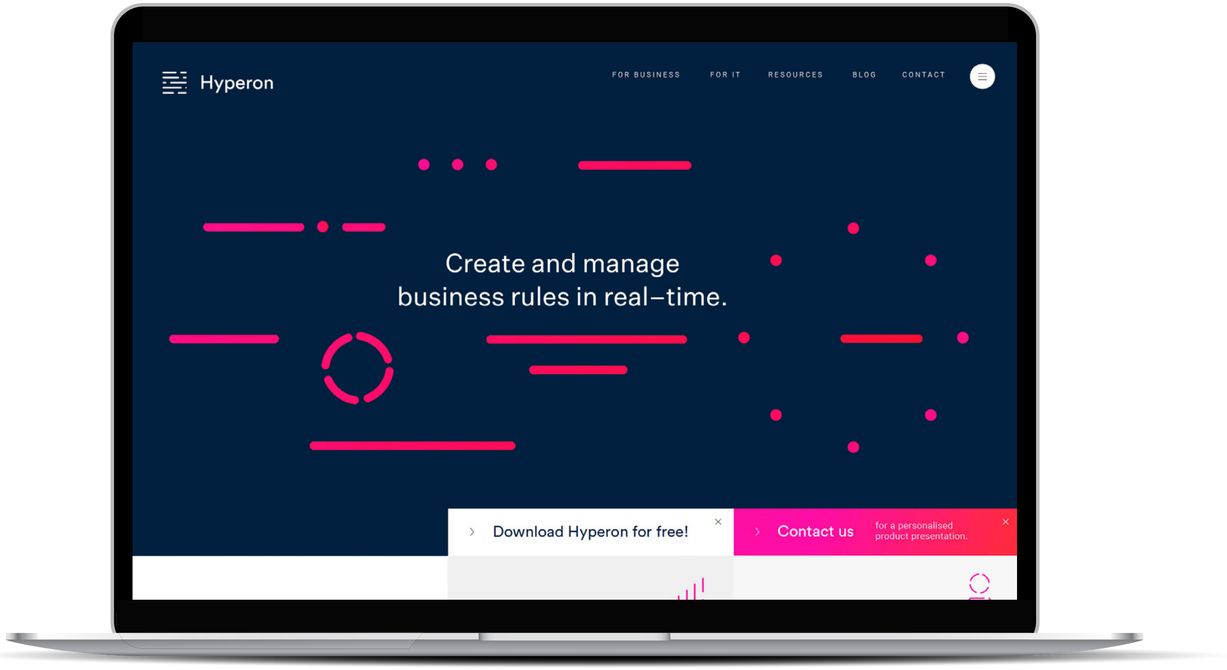
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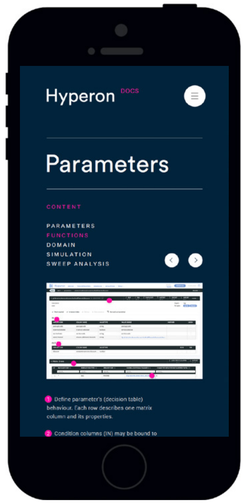
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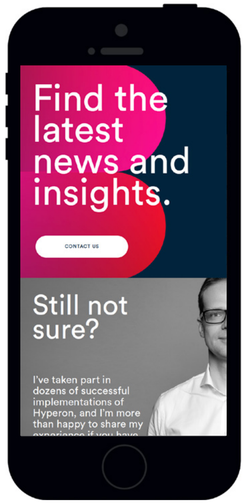
PARAMETERS
FUNCTIONS
DOMAIN
SIMULATION
SWEEP ANALYSIS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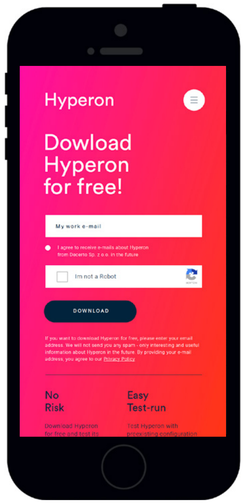
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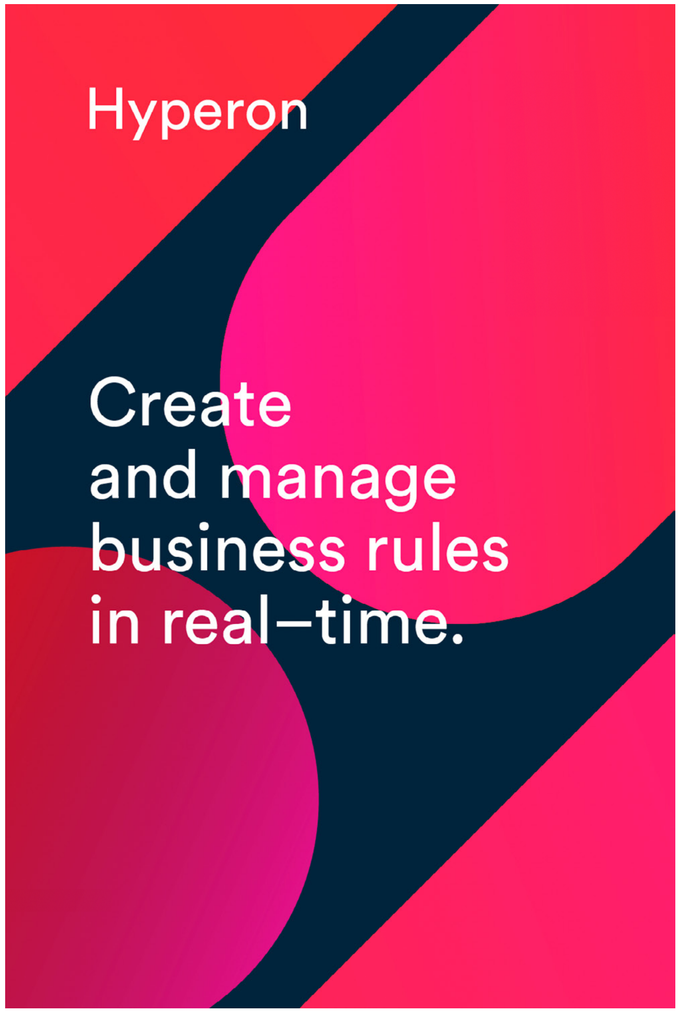
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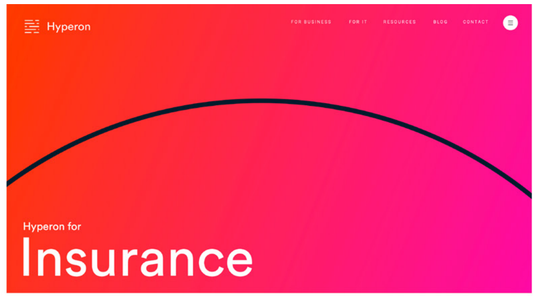
business rules
in real–time.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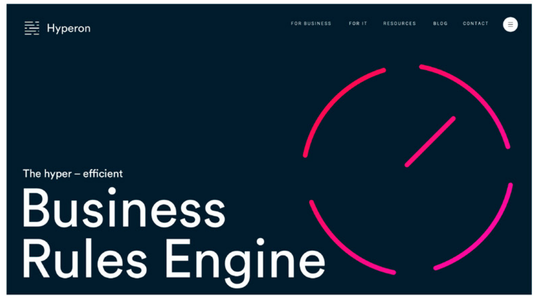
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The hyper – efficient
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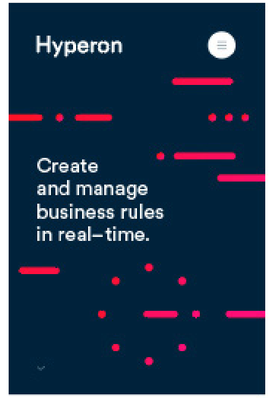
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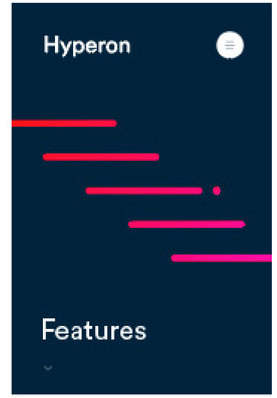
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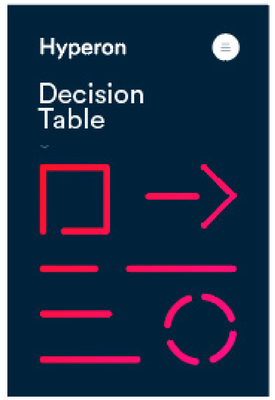
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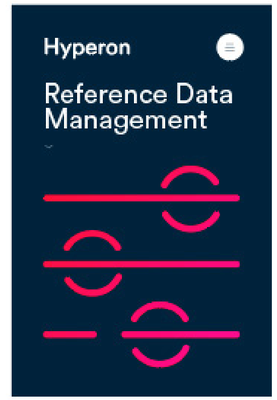
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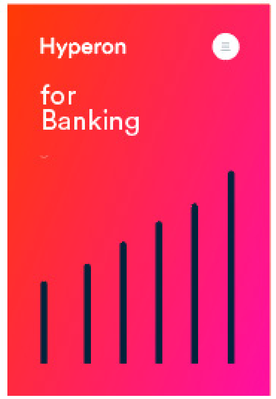
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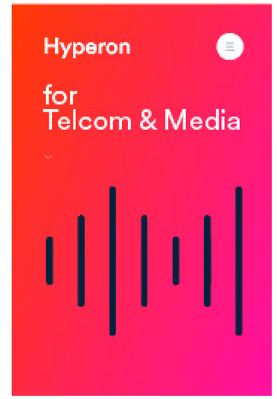
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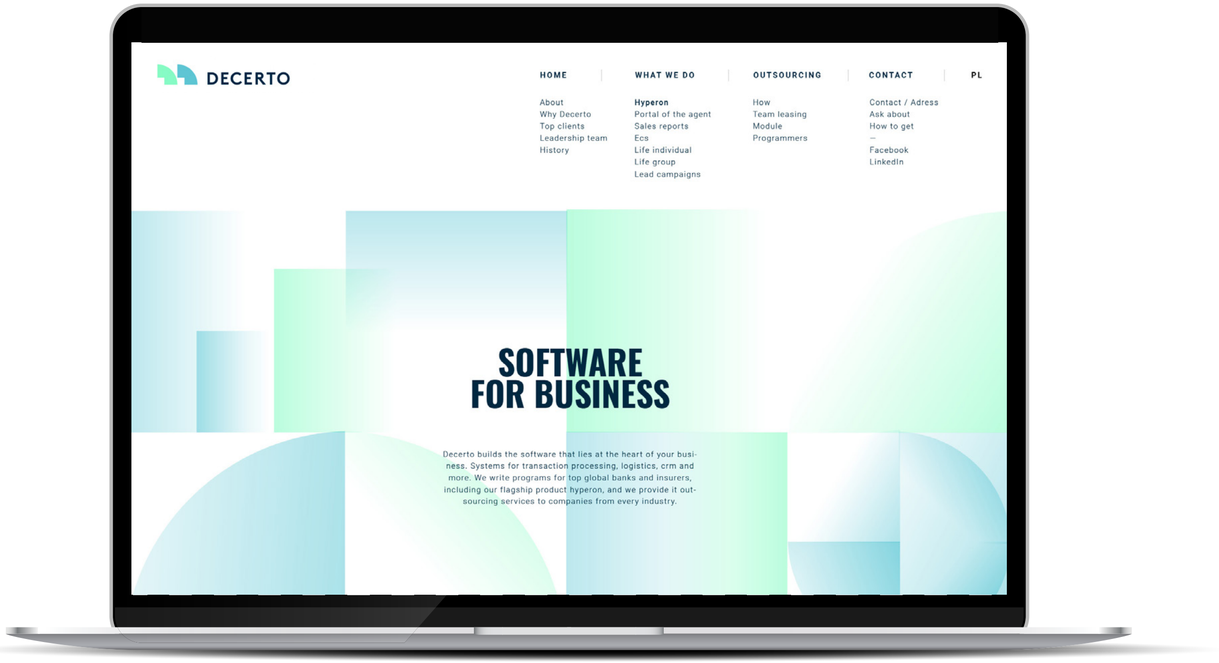

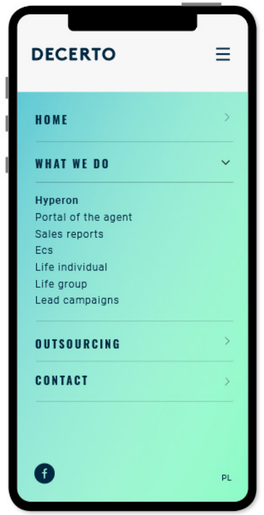

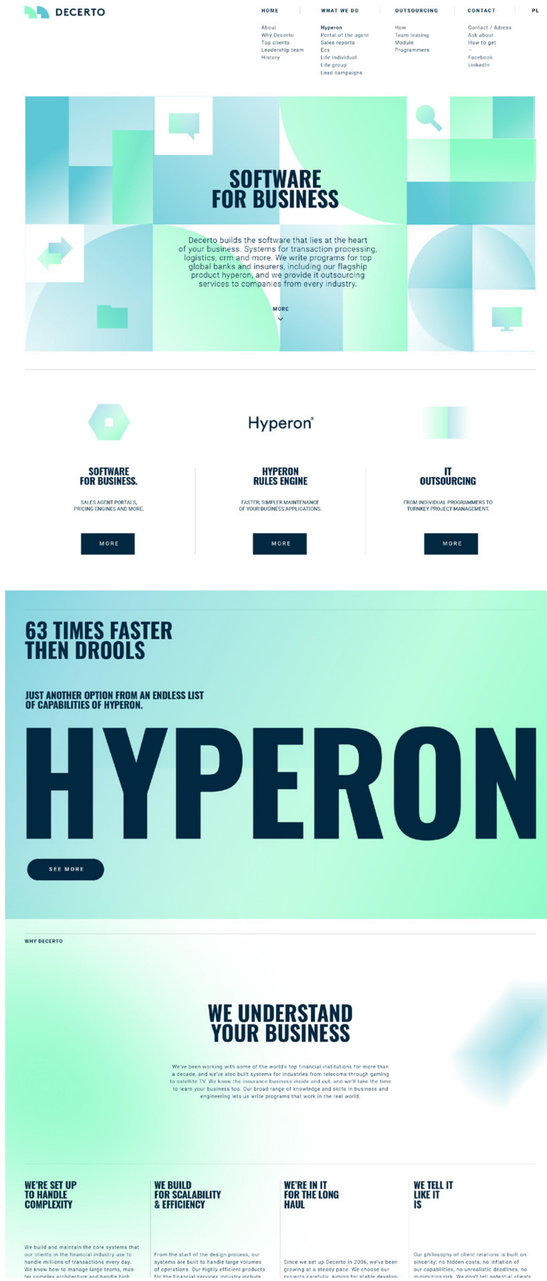
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WE'RE SET UP TO HANDLE COMPLEXITY
We build and maintain the core systems that our clients in the financial industry use to handle millions of transactions every day. We know how to manage large teams, master complex architectures and handle both
WE BUILD FOR SCALABILITY & EFFICIENCY
From the start of the design process, our systems are built to handle large volumes of operations. Our highly efficient products for the financial services industry include
WE'RE IN IT FOR THE LONG HAUL
Since we set up Decerto in 2006, we've been growing at a steady pace. We choose our projects carefully, aiming for stable develop-
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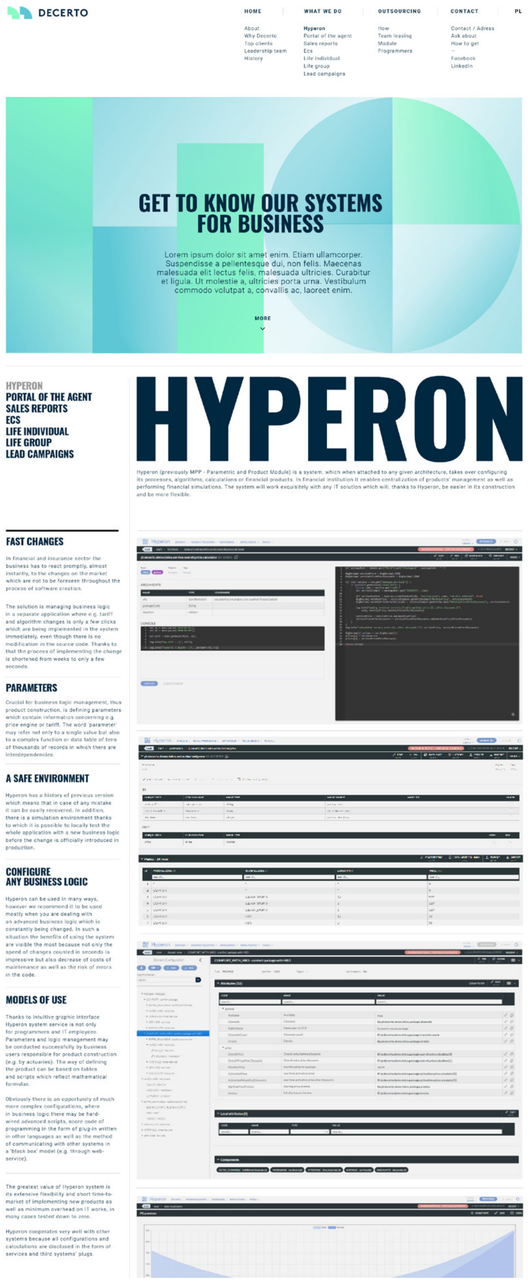
Our philosophy of client relations is built on sincerity: no hidden costs, no inflation of our capabilities, no unrealistic deadlines, no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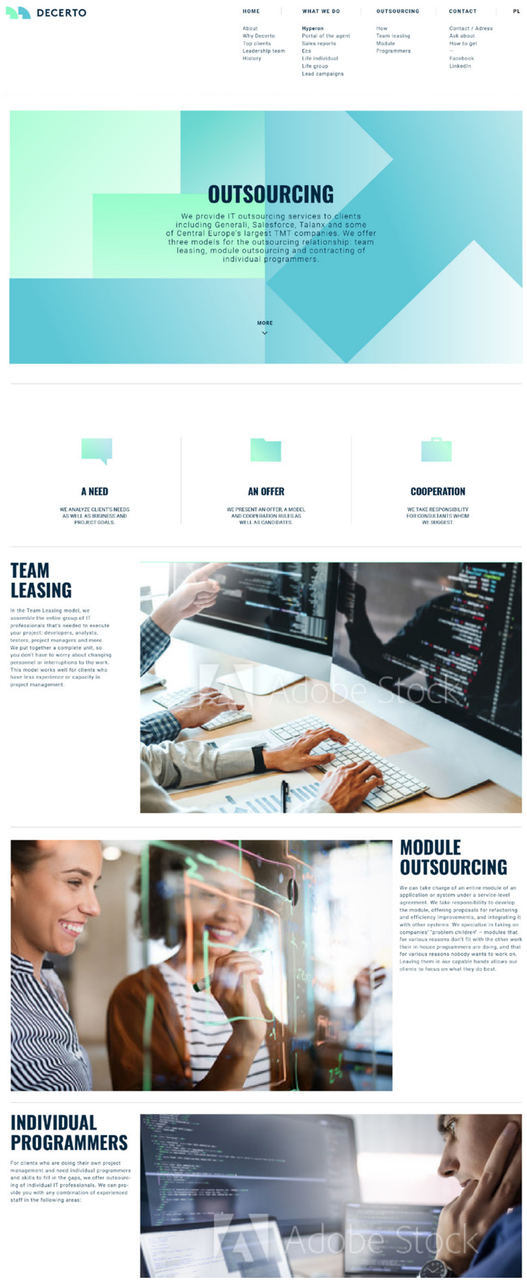
HYPERON
Hyperon (previously MPP - Parametric and Product Module) is a system, which when attached to any given architecture, takes over configuring its processes, algorithms, calculations or financial products. In financial institution it enables construction of products' management as well as performing financial simulations. The system will work exquisitely with any IT solution which will, thanks to Hyperon, be easier in its construction and be more flexible.
FAST CHANGES
In financial and insurance sector the business has to react promptly, almost instantly, to the changes on the market which are not to be foreseen throughout the process of software creation.
The solution is managing business logic in a separate application where e.g. tariff and algorithm changes is only a few clicks which are being implemented in the system immediately, even though there is no modification in the source code. Thanks to that the process of implementing the change is shortened from weeks to only a few seconds.
PARAMETERS
Crucial for business logic management, thus product construction, is defining parameters which contain information concerning e.g. price engine or tariff. The word 'parameter' may refer not only to a single value but also to a complex function or data table of tens of thousands of records in which there are interdependencies.
A SAFE ENVIRONMENT
Hyperon has a history of previous version which means that in case of any mistake it can be easily recovered. In addition, there is a simulation environment thanks to which it is possible to locally test the whole application with a new business logic before the change is officially introduced in production.
CONFIGURE ANY BUSINESS LOGIC
Hyperon can be used in many ways, however we recommend it to be used mostly when you are dealing with an advanced business logic which is constantly being changed. In such a situation the benefits of using the system are visible the most because not only the speed of changes executed in seconds is impressive but also decrease of costs of maintenance as well as the risk of errors in the code.
MODELS OF USE
Thanks to intuitive graphic interface Hyperon system service is not only for programmers and IT employees. Parameters and logic management may be conducted successfully by business users responsible for product construction (e.g. by actuaries). The way of defining the product can be based on tables and scripts which reflect mathematical formulas.
Obviously there is an opportunity of much more complex configurations, where in business logic there may be hard-wired advanced scripts, even code of programming in the form of plug-in written in other languages as well as the method of communicating with other systems in a 'black box' model (e.g. through web-service).
The greatest value of Hyperon system is its extensive flexibility and short time-to-market of implementing new products as well as minimum overhead on IT works, in many cases tested down to zero.
Hyperon cooperates very well with other systems because all configurations and calculations are disclosed in the form of services and third systems' plugs.


DECERTO
HOME
About
Why Decerto
Top clients
Leadership team
History
WHAT WE DO
Hyperon
Portal of the agent
Sales reports
Ecs
Life individual
Life group
Lead campaigns
OUTSOURCING
How
Team leasing
Module
Programmers
CONTACT
Contact / Adress
Ask about
How to get
Facebook
LinkedIn
PL
OUTSOURCING
We provide IT outsourcing services to clients including Generali, Salesforce, Talanx and some of Central Europe's largest TMT companies. We offer three models for the outsourcing relationship: team leasing, module outsourcing and contracting of individual programmers.
MORE
A NEED
WE ANALYZE CLIENT'S NEEDS AS WELL AS BUSINESS AND PROJECT GOALS.
AN OFFER
WE PRESENT AN OFFER, A MODEL AND COOPERATION RULES AS WELL AS CANDIDATES
COOPERATION
WE TAKE RESPONSIBILITY FOR CONSULTANTS WHOM WE SUGGEST.
TEAM LEASING
In the Team Leasing model, we assemble the entire group of IT professionals that's needed to execute your project: developers, analysts, testers, project managers and more. We put together a complete unit, so you don't have to worry about changing personnel or interruptions to the work. This model works well for clients who have less experience or capacity in project management.
MODULE OUTSOURCING
We can take charge of an entire module of an application or system under a service-level agreement. We take responsibility to develop the module, offering proposals for refactoring and efficiency improvements, and integrating it with other systems. We specialize in taking on companies' "problem children" – modules that for various reasons don't fit with the other work their in-house programmers are doing, and that for various reasons nobody wants to work on. Leaving them in our capable hands allows our clients to focus on what they do best.
INDIVIDUAL PROGRAMMERS
For clients who are doing their own project management and need individual programmers and skills to fill in the gaps, we offer outsourcing of individual IT professionals. We can provide you with any combination of experienced staff in the following areas:

DECERTO
WE WRITE PROGRAMS
FOR TOP GLOBAL BANKS
AND INSURERS

DECERTO
WE TAILOR SOFTWARE
SYSTEMS TO THE NEEDS
OF OUR CLIENTS

DECERTO
GET TO KNOW OUR SYSTEMS
FOR BUSINESS

WE PROVIDE IT OUTSOURCING
SERVICES TO COMPANIES
FROM EVERY INDUSTRY
DECERTO

DECERTO
WE WRITE PROGRAMS
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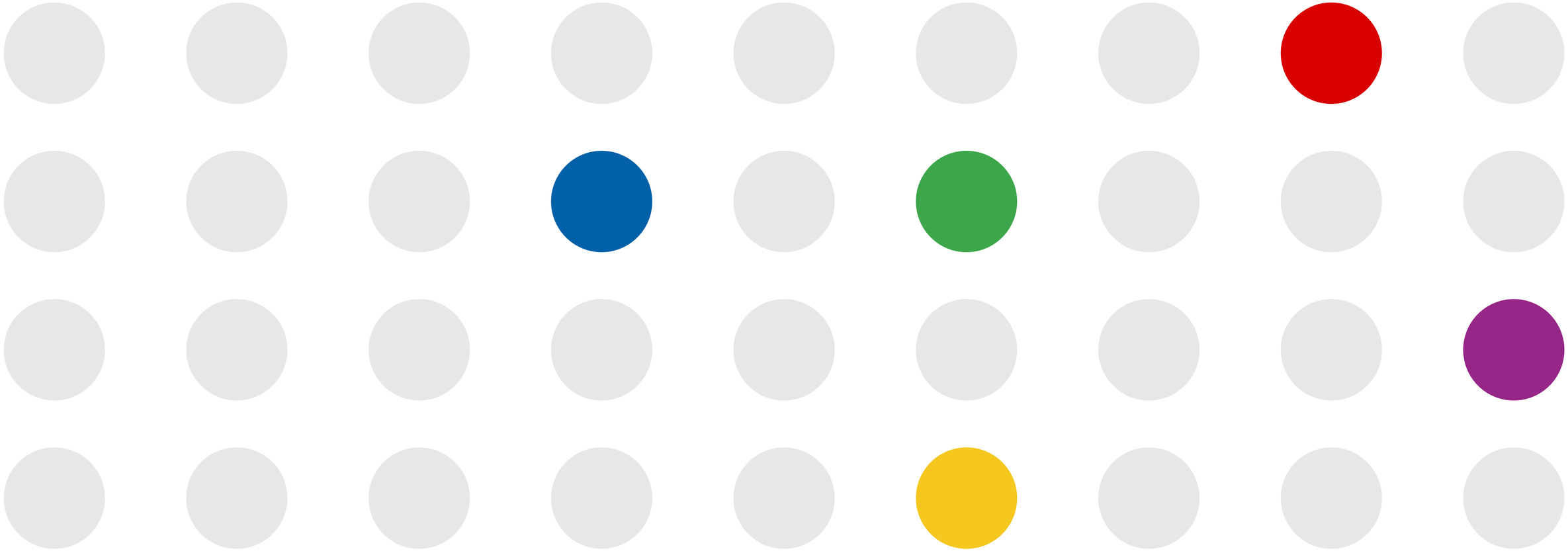
AND INSURERS

WE TAILOR SOFTWARE SYSTEMS
TO THE NEEDS OF OUR CLIENTS IN
THE FINANCIAL SERVICES INDUSTRY
DECERTO

DECERTO
GET TO KNOW
OUR SYSTEMS
FOR BUSINESS

OneScout
TechPlatform

Scout24
Immo Scout24
Auto Scout24
Finance Scout24



OneScout
TechPlatform

The Landscape

Version 2019/02.
Visit **go.scout24.com/tech-platform**
to leave feedback and get updates.

Platform **Components**

Application Platform — *#cloud @cootd*

Enable product teams to efficiently develop, build and run applications.

Data Platform — *#data @data-support*

Provide the ecosystem to process, store and access data.

AI Platform — *#ai-readiness*

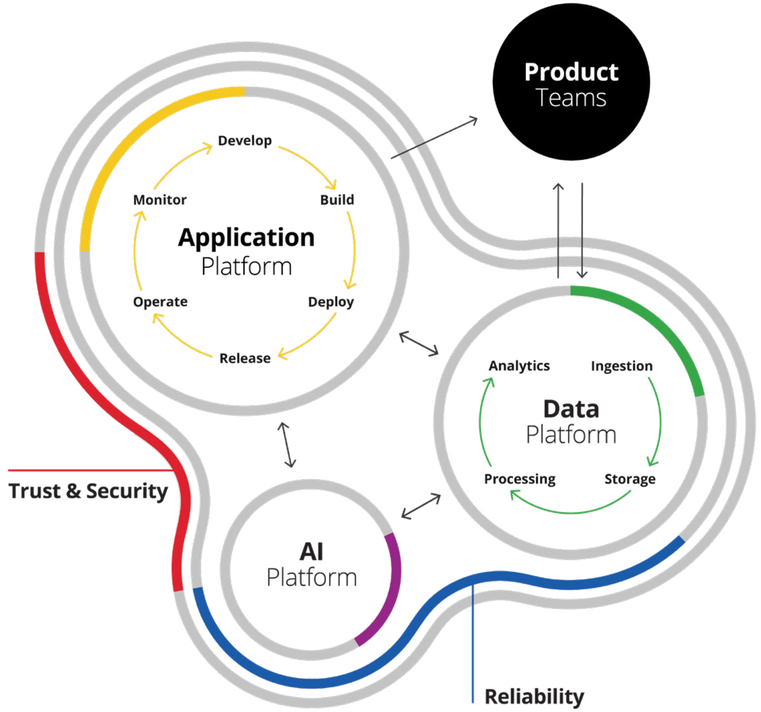
Empower product teams to build and run AI-driven products.

Reliability — *#sre*

Enable product teams to build secure products and maximize trustworthiness of Scout24.

Trust & Security — *#security*

Tooling and guidance to build and operate fault-tolerant applications at scale.



Platform **Teams**

Cloud Platform Engineering
- Cloud Core Engineering
- Data Infrastructure Engineering
- Delivery Engineering

Data Technology
- Data Engineering
- Data Access Services & Solutions
- Machine Learning Enginering

Site Reliability Engineering
- Observability
- Traffic Engineering

Trust & Security
- Security Engineering
- Security Intelligence
- Trust & Identity

Lifecycle Phases
1. Preview — Consult owning team before usage. May still be in alpha or beta status.
2. GA (Generally Available) — Actively supported and mature product. Use if Preview product feels too risky.
3. EOL (End of Life) — Don't base new workloads on it. Will be phased out. Alternatives are available.

Setup
- OneScout — Existing or emerging solution for all verticals.
- A124 / I124 — Specific to one vertical.

Recommended tools | Security tools

TechPlatform Logotype

OneScout
TechPlatform

TechPlatform Domain Sign

Application Platform

Team Sign : Symbol + full name

Cloud Core Engineering

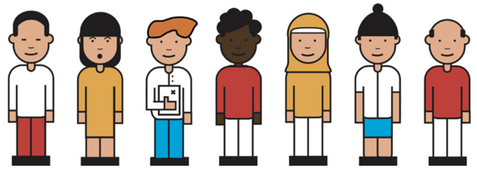
Team Sign : Symbol +abbreviation

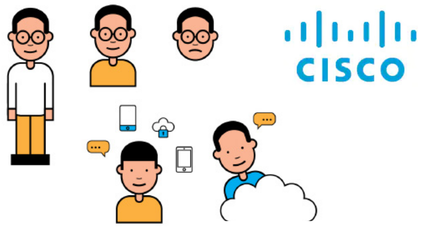
CCE

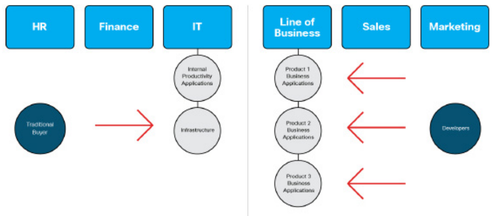
MLE

Team Symbols
co-created by the Platform Engineers

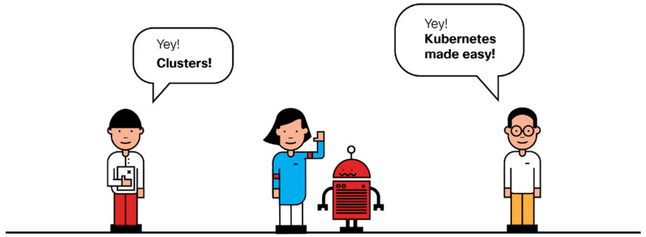
Color coded icons for internal communications



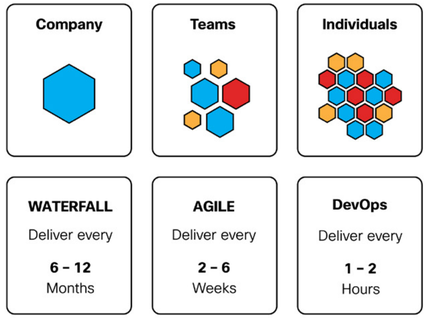




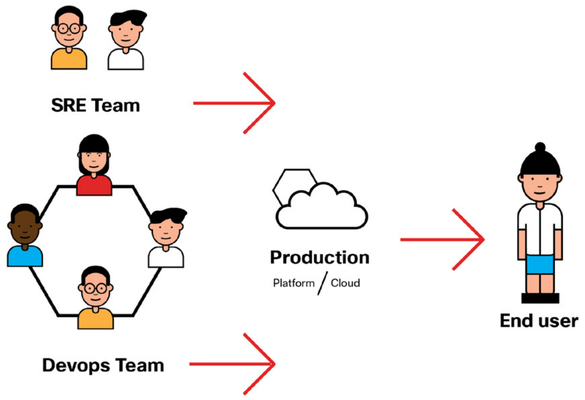
Platform Solutions **simplify problems**



DevOps teams can deliver fully functional products quickly

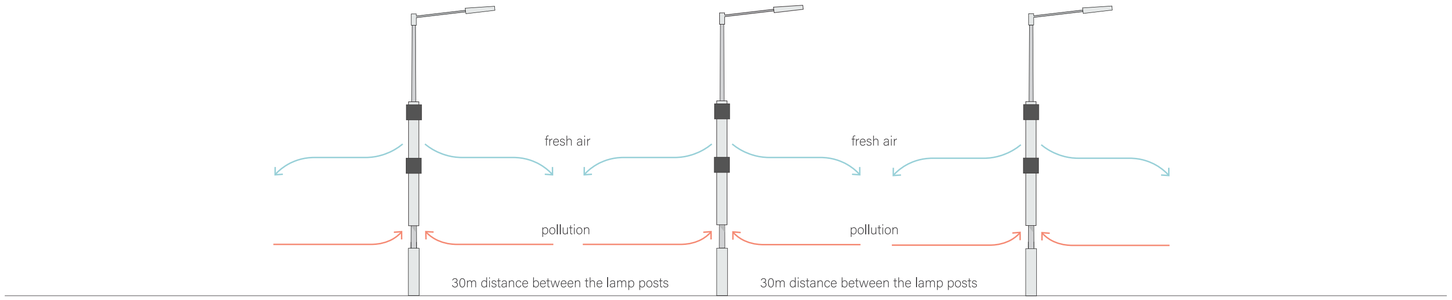


DevOps

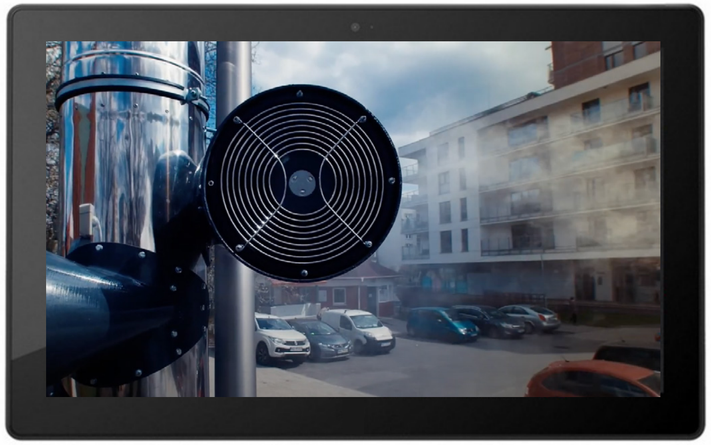


The new software focused world has created new opportunities for our customers

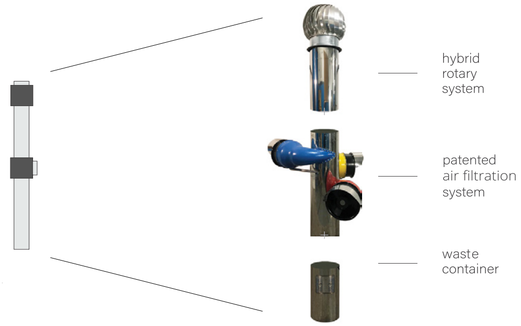
Atmoshell

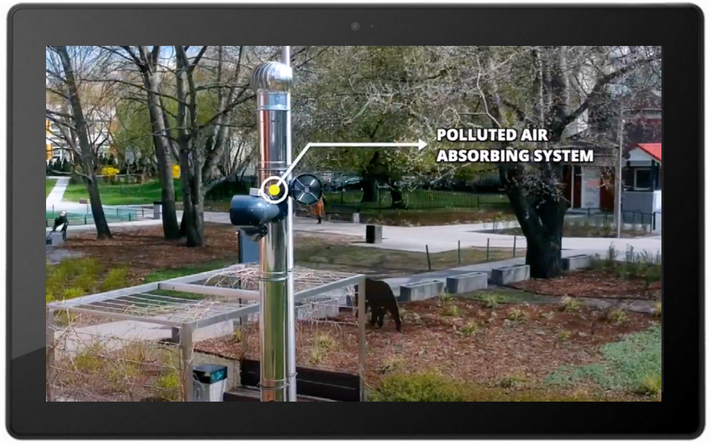

fresh air
fresh air
pollution
pollution
30m distance between the lamp posts
30m distance between the lamp posts

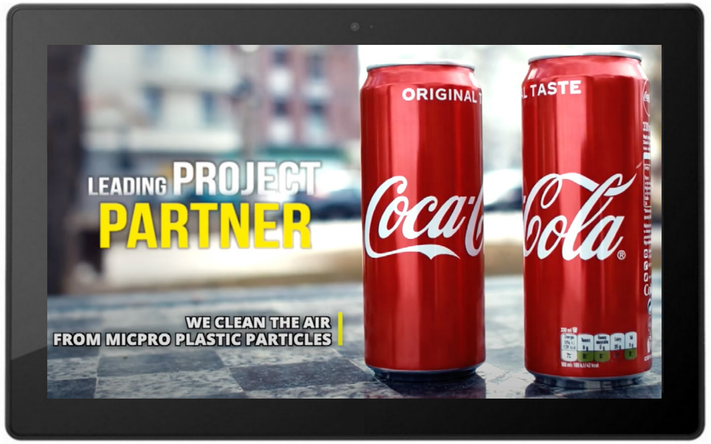
Atmoshell



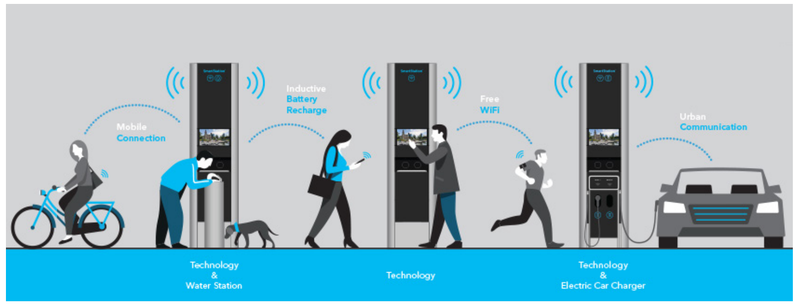
CLEAN AIR OUTLET


hybrid
rotary
system
patented
air filtration
system
waste
container


POLLUTED AIR
ABSORBING SYSTEM


LEADING PROJECT
PARTNER
WE CLEAN THE AIR
FROM MICPRO PLASTIC PARTICLES
ORIGINAL
TASTE
Coca-Cola

SmartStation®



NOKIA

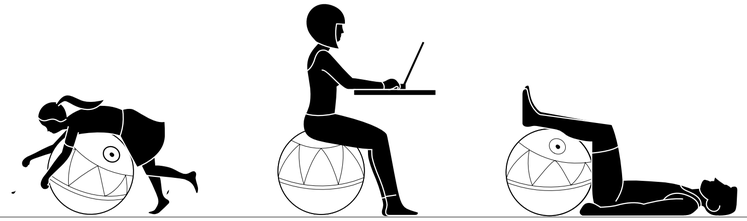
+

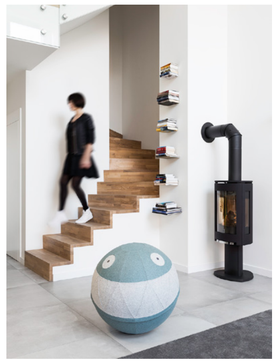
GOOTAL

Kat Okińczyc

Nokia | Online Campaign Concept Design, Video & Mixed Media Animation Creative Direction & Production Supervision

NOTI



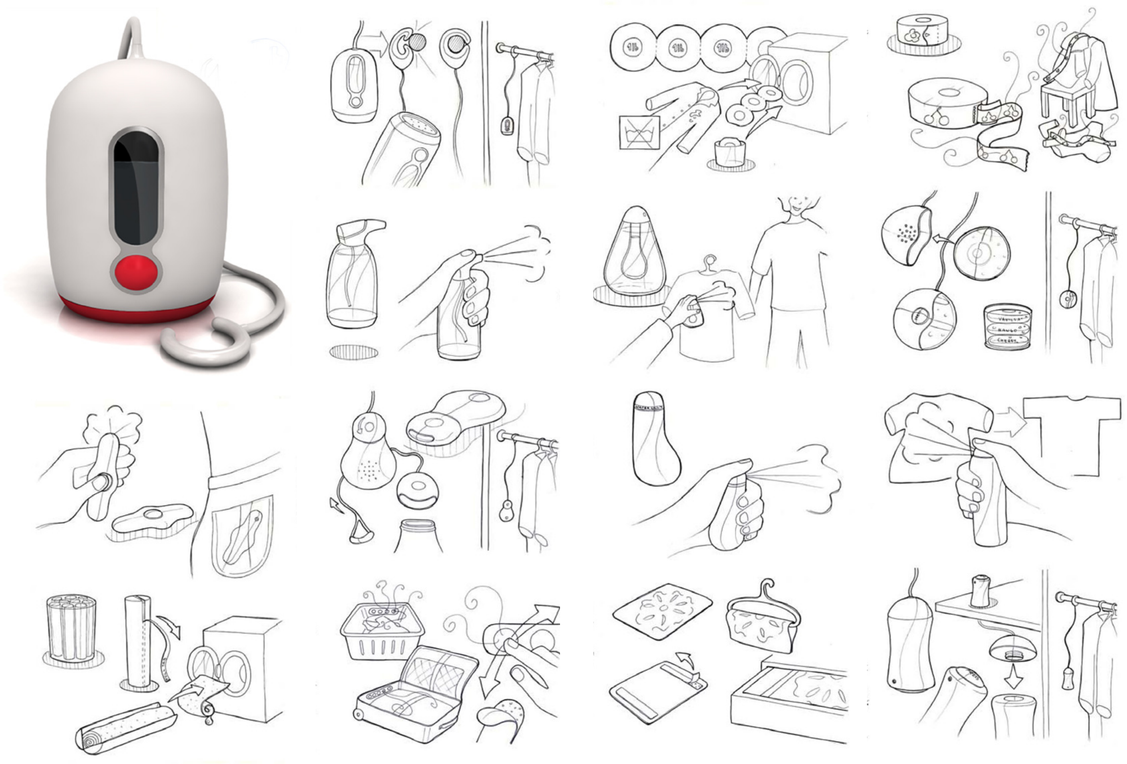


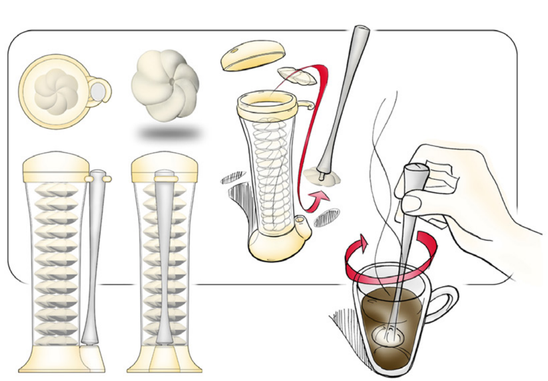
Kat Okińczyc

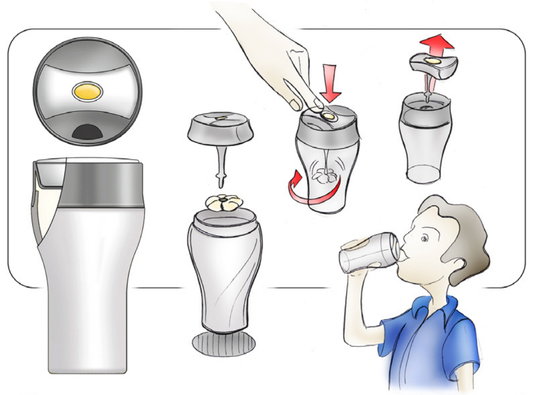
Noti | Brand Equity Stretch Strategy, Product Concept & Design, Packaging Design, Manufacturing Supervision, Marketing Strategy

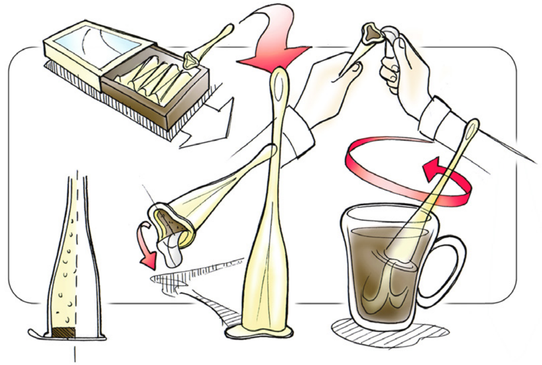
flying tiger
copenhagen

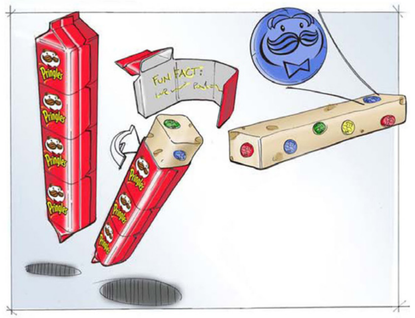
Procter&Gamble

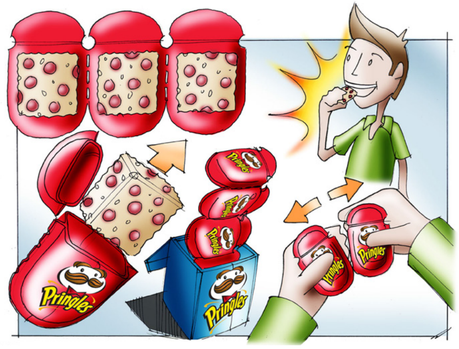


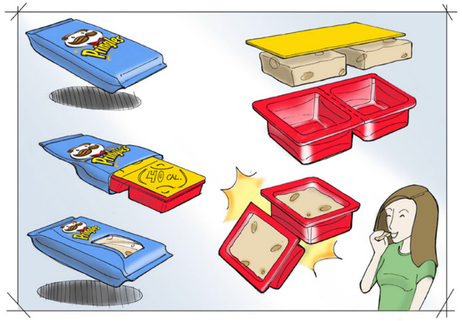


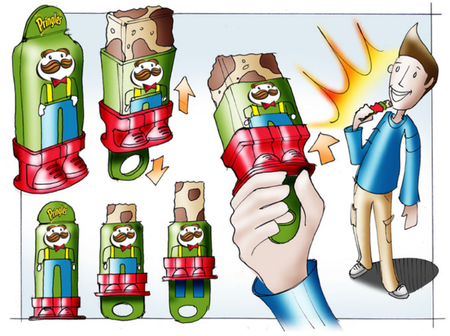












miior

home. made by miior.

reddot design award

GERMAN DESIGN AWARD

reddot award
winner

miior

home. made by miior.

miior

home. made by miior.

home. made by miior.

miior

reddot design award

must have

GREEN DOT AWARDS

Thank you. Let’s Talk!

Contact

Kat Okińczyc

Brand | Product | Communications | Strategy & Leadership

k.okinczyc@gmail.com | +31 615378321