

Product Designer / Developer specialised in UX Design & Research and UI Front-end Development. Extensive experience in Web Design & Human Computer Interaction.

Experience

Director & Principal Product Designer, Nordlean LTD, Mar 2019 - present

Main lead of own micro-agency Nordlean, specialising in UX & Front-end Development.

- Selfridges, UX Product Design, Mar 2019 - present

Product Designer contract at Selfridges, working on discovery & research, wireframes, high fidelity implementation and testing for their new careers site.

UX Designer, END. Clothing, Jan 2019 - Mar 2019

User Experience Designer at End clothing, main responsibilities include: Quantitative Research via analytics tool Exponea, Wireframing, Prototyping, Testing and formulating valid case studies for business purposes.

Freelance Product Designer & Developer, Vas Frolik Design, Jan 2017 - Jan 2019

Freelance Product Designer & Developer, working mainly for startups and small businesses, the latest were:

- Mise En Place - UX/UI Design, Front-end Development

MEP is a kitchen management web app, I implemented their designs and built modules using Vue.js, Framework7 & Firebase

- XSendApp - UX/UI Design, Front-end Development

Payment provider launching soon, consulted their product strategy and implemented the front-end of their mobile and web app using ReactJS & React Native

- Softbit - Branding, UX Research, Front-end Development

Cryptocurrency exchange launched in February 2019, I conducted deep user research on their on-boarding process, implemented branding and developed the front-end of their mobile app using React Native

- Bridebook - UX Design & Research

Wedding planning application based in London, I implemented the overall UX for their mobile app navigation

- Sweet Potato Girl - Branding, Web Design & Development

- Lukas Vee Photo - Consultancy

- Coffee Being UK - Consultancy

Co-founder & Product Manager, Coffee Go App, Jul 2017 - present

Coffee Go is a coffee pre-ordering application due to launch very soon, I started with Coffee Go as a freelance UX designer and have conducted thorough user and market research to join later the company as a co-founder. I have worked on all aspects of product development: branding, UX/UI Design, Front-end Development for website and mobile app, and managed a small team of developers in an agile environment.

Web Designer & Content Manager, Vafro, Jul 2009 - Oct 2017

First job in the industry, I started part-time as a content translator and slowly made my way into web design. I worked for projects for small businesses based in Czech Republic.

Education

Micro masters in User Experience Design & Research - University of Michigan ([edX.org](#)) - 2016-2017

Skills

UX Design & Research

Quantitative and qualitative research, data analysis, web analytics tools, A/B Testing, user interviews, user testing (remote and in-person), card sorting, tree testing, scenarios and personas, flow implementation, prototyping, wireframing, elaborating case studies.

Softwares used: Hotjar, Google Analytics, Exponea, Optimizely, Optimal Workshop, Validately, Dovetail, UXPin, Adobe XD, Overflow.

UI Design & Branding

Brand design and strategy, user interface design for websites, web apps, native iOS app, native android apps, hybrid native apps, design libraries, design systems and DesOps, animations, social media and marketing assets.

Softwares used: Adobe Illustrator, Photoshop, inDesign, XD and AfterEffects, Sketch, inVision Studio, Figma, UXPin, Framer X, Zeplin.

UI & Front-end Development

Development of static websites, PWAs, hybrid native apps, e-mails, web apps and CMS.

Languages known: HTML, CSS & JavaScript

Libraries used: VueJS, ReactJS, SCSS, Less, Foundation, jQuery, NodeJS, NPM, Git, GatsbyJS, Bootstrap, Prismic CMS, Webflow CMS, React Native, Framework7, Firebase

Product Management

Agile environments, scrum, kanban, project management, market research, product strategy, business validation.

Softwares used: Notion, ClickUp, Trello, GitHub, JIRA, Confluence, Product Board.

Languages

English, Czech and Italian - fluent

Spanish and French - intermediate