



Profile

UX/UI & Product Designer working on complex products, design systems, and data-driven UX — from discovery and research through wireframes, polished UI, prototypes, and developer handoff. 80+ A/B tests at Livesport · multi-product agency work at Ackee · Psychology + Computer Graphics background · AI-assisted workflows · Google & Microsoft UX/UI certified.

Experience

PRESENT - AUG '26	ACKEE UX/UI DESIGNER Worked on UX/UI design for E.ON mobile app, web, self-care and contract portals; OneTicket transport ticketing app; BoxNow logistics partner portal; and Voyo.sk mobile VOD app. Also, created a reusable wireframe design system template supporting faster UX exploration.
JULY '25 - FEB '24	LIVESPORT CRO SPECIALIST Conducted A/B testing, user behavior analysis, and CRO experimentation to optimize product features. Collaborated with PMs and developers to implement data-driven UX improvements. Also contributed to UX research and heatmap analysis
SEP '21 - JUL '21	BRIGHTIFY UX/UI LEAD Led end-to-end UX/UI design for iOS app projects. Communicated with clients, presented design concepts, and collaborated with copywriters and photographers to deliver cohesive mobile user experiences.
JUL '19 - JUN '18	AMBIENTEN VIP GRAPHIC DESIGNER Designed digital and print materials, including websites, branding assets, ads, and visual content for diverse campaigns.
JUL '21 - JUL '19	KIWI.COM ORDER PROCESSING SPECIALIST Managed manual order processing while supporting internal tool improvements (e.g., Apple Pay tests, template automation). Participated in UX testing for internal systems and completed GDS training. Joined mentoring program led by Head of UX.

Hard Skills

GENERAL UX/UI DESIGN USER RESEARCH USER PSYCHOLOGY FEATURE EXPERIMENT. PRODUCT DESIGN DATA VISUALIZATION DATA ANALYSIS ADVANCED STATISTICS
SOFTWARE FIGMA ADOBE ILLUSTRATOR ADOBE PHOTOSHOP ADOBE LIGHTROOM GA4 MS CLARITY OPTIMIZELY TABLEU (LISA)
PROGRAMMING CSS/HTML JAVASCRIPT PYTHON SQL

Education

'20 - '23	MASARYK UNIVERSITY, Faculty of Social studies Psychology and Sociology
'15 - '18	MASARYK UNIVERSITY, Faculty of Informatics Computer graphics and Image processing
'09 - '15	JOSEF KAINAR GYMNASIUM Six year studies finished with final maturita exam

Languages

ENGLISH C2
RUSSIAN A2
CZECH NATIVE