



Michal Švec

Product Designer

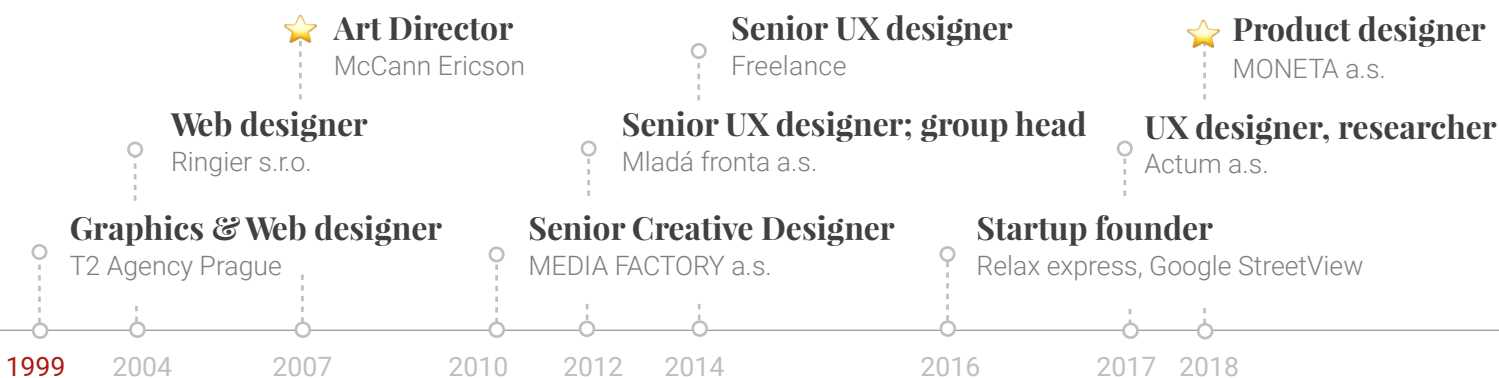
UX Design & Research

Based in Prague, focusing on end-to-end Product Design, including product strategy, design iterations, user testing, visual design, interaction design and prototyping.

Michael is a curiosity- driven, design thinking, people person who thrives in collaborative environments where solving complex problems are all in a day's work.

www.svec.design

EXPERIENCE:



2021 → 2024

Senior UX designer, researcher, service designer

Komerční banka - bank

I worked as a PRODUCT DESIGNER on banking products:

- New credit card proposition,
- Innovative authorised overdraft,
- Loans innovations

UX DESIGNER to implement all the products in the KB+ ecosystem.

- Working in Figma, UX patterns, Design system and collaboration was a daily bread.
- UX/UI of useful features for the user in the new generation of banking app KB+.
- Mobile, tablet & desktop.
- Collaboration on the Design system Golem in Figma with other designers. Setting the design workflow.

SERVICE DESIGNER

- I facilitated workshops for my teams to gather all the requirements for design to start.

THE CHALLENGE:

- The challenge I was facing was to keep the user-centric approach from research to delivery. I was an end-user procurator in the entire process. That was a challenge. If you know IT implementation, you know what I mean.

MENTOR for a junior designer

- I had 3 junior designers under me as a mentor. Help them with the craft and how to operate in a collaborative environment.
- I used all the guns in the design thinking toolkit. Research (quality, quantity, focus, card sort, user testing), prototyping, data and more.

2020 → 2021

Senior UX designer, researcher & design thinking facilitator

MALL.cz a.s. - biggest ecommerce platform in 6 countries

- Finding new revenue stream by doing intensive Research into customers needs and behaviours for e-commerce platform MALL.cz in 6 states with over 1 000 000 items and thousands of employees
- Creating new future proof UI design system
- Ideating and testing new revenue streams ideas.
- I facilitate workshops for 7 teams. Prioritisation, solution sketching, problem finding, design sprint.
- Finding answers to right questions in Google Analytics.

2018 → 2020

Senior UX Designer

MONETA Money Bank a.s. - best bank in digital

- Onboarding processes designed by my team delivered 10x more new active bank customers.
- I designed user experience for the acquisition of new bank customers in various channels. It allowed them to open a new account on the desktop, mobile, branches, and even at the ATM machine!
- Product design of a new Savings account from start to finish - research, focus groups, A/B testing, qualitative & quantitative research, user journey workshops, user testing, journey iterating, UX/UI design, value proposition design for marketing. We reached our KPI set by management 4x times faster.
- Helped to create new Retail tools such as Tablet apps for new customers on branches or third party partners to boost new user acquisitions.
- New products in iOS app Smart Banka

2017 → 2018

Senior UX Designer

Actum a.s. - digital agency

Design sprint with Ceska sporitelna. We delivered prototype of a innovative savings app for millions of customers.
Conrad Connect IOT Platform UI and UX design
Conrad Innovation Awards, mobile app, concept design, ideation, art direction, UX/UI mobile app
Yachting.com

2014 → 2017

Senior UX/UI designer

Freelance

iVysílání, Czech TV, iOS & Android mobile app - Prototyping and user-testing.
UX Strategy. Wireframing, Web design and logodesign for businesses and online services. Digital art direction. Consulting. Startup ideation.

2012 → 2014

Senior UX & Web designer / Team leader

Mladá fronta a.s. publishing house

Team leader / UX design for desktop and mobile publications, Managing team of 3 designers.
E15.cz, Živě.cz, Fitweb.cz, LetenkyLevně.cz, AutoRevue.cz, Orbion.cz, Finance.cz, KdeSportovat.cz, Kniha.cz, Maminka.cz, MobilMania.cz, Ocvičení.cz, SportRevue.cz

2010 → 2012

Senior Creative designer

MEDIA FACTORY a.s. digital agency

Digital Art direction, Web design, Brand identity, UX
Clients: Radisson BLu Alcron, Hypotecni Banka,
Web architect, UX/UI, identity designer
Brand, UX and Art direction for Ceske-eKnihy.cz

WORK EXPERIENCE

2008 → 2010

Art Director

McCann Ericson advertising agency

Idea maker

Interactive & Online media

Offline AD campaigns

Won Microsoft Windows Vista campaign tender for massive online campaign (idea, video web, webdesign, banner campaign}

Won Maggi.cz tender for complete web solution.

2004 → 2006

Web designer / webmaster

Ringier a.s. - publishing company a.s.

Webdesign of Blesk.cz, Reflex, iABC.cz, Ringier

2003 → 2004

Web designer & Graphics designer

T2 Agency Prague - advertising

Print design, Ads, Posters, Brochures, Web Design, Copywriter

2017 → 2018

Start Here

Business innovation company – Founder

Do you start business or new product? Start here! Helping businesses innovate by following Design sprint framework facilitation.

Concept testing. Back-door testing. Team alignment.

2017 → 2018

Startup: RelaxExpress

Founder

Product design of Massage on demand service.

Everything from product discovery, prototyping, UX/UI mobile app and backend design, brand identity, ads art direction.

2014 → 2016

Google Business View

Learned from Google how to sell. I sold and Shot over 300 Google Street View virtual tours for businesses all over Czech republic.

1999 → 2020

SvecPhoto.com

www.svecphoto.com

I journeyed the world for more than twenty years, documenting the traditions of changing cultures around the world. I am curious world wanderer and a travel/documentary photographer.

2020 –

5 days intensive

Design sprint advanced facilitator training

Design Sprint Academy Berlin -
<https://designsprint.academy/>

The worlds only facilitators traing program in Berlin. A full week intensive advanced facilitation course, problem framing and design sprint 3.0 certification course

2004

State Language School,

FCE (University of Cambridge - First Certificate in English)
State Exam

1999 → 2003

High School of telecommunication technology

A-levels in **Digital telecommunication technologies**
Exam

SKILLS

Professional:

**Design sprint
facilitation
User testing
User research
Digital Product design
User Experience &
User Interface
Web architecture
Sales & client skills
Visual Design
Art direction
Prototyping**

**Branding
Filmmaking
Video editing
Motion gfx
Photography
Soft-skills
Sketch, Figma
Mural or Miro
Coding (CSS XHTML)**

Languages:

**English - fluent
FCE University of Cambridge - First Certificate in English
State Exam**

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Date of birth:

16.11.1983

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Reference:

Lars Killi - creative director – McCannErickson,
tel.: +420 724 724 205
Leona Bretschneiderova - digital creative director,
Media Factory, tel.: +420 603 277 270

Portfolio:

www.svec.design
www.behance.net/svec